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DETROIT

A National Newspaper for Every Branch of the Industry

Automotive Daily News

★CARS★ SHOP EQUIPMENT TRUCKS ★★AVIATION★★ PARTS ACCESSORIES ★TIRES★

Vol. 13. No. 1679 — Entered as second class matter Aug 27, 1925, Post Office, N. Y., N. Y., Under Act of March 3, 1879. — NEW YORK, SATURDAY, MARCH 5, 1932 — 5 Cents. $12 Per Year.

White Co. Announces New Six-Cylinder Indiana Truck Series Priced From $1,095

In Line With Recent Announcement in Automotive Daily News of Change in Distribution Methods

Cleveland, O., March 4.—In accordance with the arrangement recently announced in Automotive Daily News, whereby the product of the Indiana Motors Corporation will be distributed by the White Company, that organization today announced a new series of six-cylinder Indiana trucks, to be sold and serviced through the White dealer organization.

These new Indiana trucks, to be known as the model 95 series, will be available in 12,000, 15,000 and 20,000 gross weight capacities and are characterized by recent and important engineering developments which should place them in enviable position in the assembled truck field.

Model 95 has a single reduction rear axle, and is designed for a load of 12,000 pounds and high speed service. The model 95-DR has a double reduction rear axle and is designed for loads of 15,000 pounds where greater power is needed, and is recommended for tractor service or dump work with a two-yard body, and larger stake body. The models 95SBT-150 and 95SW-75 are six-wheel units designed for 20,000 pounds gross. In all models the power axles are full floating.

Five wheel bases are available on the models 95 and 95-DR, namely, 132, 141, 155, 169 and 186 inches. Two wheel bases are available on the models 95SBT-150 and 95SW-75, namely, 168 and 186 inches.

The six-cylinder engine is of the L-head type with a bore of 3¾ inches, stroke 4¼ inches, giving a piston displacement of 282 cubic inches. Cylinders and crank case are cast in block.

Large frame section is designed to give the chassis adequate capacity for rated gross weights. Hydraulic four-wheel brakes and heavy duty cam and lever steering are used.

These new models are now being supplied to all branches and dealers of the White Company which will merchandise the Indiana 95

(Continued on Page 3)

CHICAGO EXCHANGE HEAD IS ELECTED PEERLESS DIRECTOR

Richmond, Va., March 4.—Paul H. Davis, president of the Chicago Stock Exchange, was elected to the board of directors of the Peerless Motor Car Corporation at the annual stockholders' meeting here, it was announced yesterday. All other directors were re-elected.

Stockholders ratified previous action of the board in extending to stockholders an offer by the corporation to purchase stock at $3.50 a share, and extended the offer from February 20 to March 18.

At a meeting of the board of directors held the following day, March 1, the following officers were elected for the ensuing year: J. A. Bohannon, president; J. H. R. Cromwell, vice-president; R. E. Wilcox, treasurer; David Beecroft, secretary.

ROCKNE INCREASES PRODUCTION OF 65'S

Detroit, March 4.—Rockne Motors Corporation, subsidiary of Studebaker Corporation, is stepping up production at the Detroit plant and will reach a daily volume of 250 of the "65" models by the middle of the month. The company Tuesday produced 175 cars at the Detroit plant.

Although production here was not started on the "65" line until February 16, the company turned out about 1,000 cars of this line last month. Orders for approximately 2,000 cars, practically all for the "65" models, were carried over into March. The tentative schedule for March product calls for over 6,000 cars, including the "75" line which is manufactured at South Bend, Ind.

CONTINENTAL-DE VAUX FILES; PLANTS TO RESUME APRIL 1

Detroit, March 4.—Incorporation papers for the Continental-De Vaux Company were filed at Lansing today. There will be 10,000 shares of preferred stock at $100 a share and 300,000 shares of no-par common stock.

Directors of the new company are W. R. Angell, Roger Sherman, F. F. Beall, Craig Keith and Wallace Zwiener, who also are directors of the Continental Motors Corporation, of which the Continental De Vaux Company is a subsidiary. There will be a meeting of the directors of the new company in Detroit next Wednesday, at which time officers will be elected.

This marks the completion of Continental Motors' purchase of the Michigan assets of the De Vaux-Hall Company. With these legal formalities out of the way, it is announced that production will start in the Grand Rapids plant April 1. While officers of the company have not been named as yet, it is announced formally that R. H. Mulch will continue as sales manager and that George R. Scott will be production chief.

BUICK FEBRUARY OUTPUT 5,386 UNITS

Flint, Mich., March 4.—Factory shipment of Buick eights during February this year totaled 5,386 units, according to an announcement by the Buick Motor Car Company today.

PROPOSED FEDERAL SALES TAX RAISES VARIOUS OPINIONS

Springfield, Mass., March 4.—Sprisgfield automotive manufacturers view the proposal of a 2 per cent. manufacturers' sales tax with a variety of reactions, swinging from flat and emphatic condemnation to equally outspoken approval. The tax was announced by Representative Rainey of Illinois, following the abandonment of the Treasury's recommendation for heavy excise taxes on a few specific commodities.

The proposal was described as "by far the best way to raise revenue" by Morris Metcalf of the United American Bosch Corporation. Mr. Metcalf said that he believed every one would be in favor of such a tax, inasmuch as it distributed the burden equitably and was the fairest solution of the money problem. He said that was his personal opinion, but he was positive of the rightness of it.

Joseph R. Gould of the Springfield Bronze and Aluminum Company said the tax was the worst thing it was possible to suggest. He believed things were bad enough as they were, and that the laying of this tax would make them worse. He declared himself in favor of raising money solely from luxuries.

That a general sales tax was prob-

(Continued on Page 10)

WILLYS DISTRIBUTOR ORGANIZED IN QUEBEC

Montreal, Can., March 4.—Distribution of Willys-Overland and Willys-Knight cars and trucks in Quebec province is being placed in hands of new Quebec company formed by a group of automobile specialists long acquainted with these makes. The new company will be known as Willys-Overland Quebec, Ltd. Various departments will each be under direct control of members of the firm and it is expected that in that way a far more personal service can be offered to owners and dealers.

Heading the firm are A. A. Lunan of Huntingdon, Que., president; John Warren, vice-president and treasurer; George H. McKeeman, managing director; J. T. Warrington, service manager; Alex. Beausejour, parts manager; and Eudore Lavomodiere, district representative

Willys-Overland Quebec, Ltd., has office and showrooms at Park Avenue and Sherbrooke Street, Montreal, where the new models for 1932 are now displayed.

Ford Pause Drops January Sales Below Total for Same Month 1931

New Passenger Car Registrations for First Month 1932 in 36 States 33% Under Last Year

New York, March 4.—R. L. Polk & Co. today released passenger car sales figures for January covering thirty-six states. These show a total sale of passenger car units in these states for the first month of 1932 of 55,131. This compares with 83,594 in January of last year. It compares also with 62,828 sales in the same territory during December, 1931.

On a percentage basis the decrease in passenger car sales in January this year is under the total for the same month last year about 33 per cent. In reading these figures it must be borne in mind that in January, 1931, the Ford Motor Company was in good production, while in January this year this big producer was practically out in preparation for its forthcoming announcement. If Ford had been producing this year the January total would have been at least as large as it was in 1931, in fact, it would have run considerably over.

Another fact that must be remembered is that the effect of the new models, which began to appear at the shows in January, had not yet had any real effect on the market in actual 1932 vehicles registered.

ESSEX SALES JUMP TO SIXTH PLACE IN FEB. FIGURES

New York, March 4.—With January registration returns available from thirty-six states, the ranking of passenger cars in respect to the volume of retail sales in those states show a number of changes from that based on the returns from the same states for December.

The first five cars in point of registrations, however, show no change from the December ranking, according to the statistics as published by Automotive Daily News. Chevrolet continued to hold first place and Ford second on the sales ladder. Buick maintained its third position, Plymouth fourth and Pontiac fifth.

Some changes appeared in the next group of five cars, with Essex heading this section in sixth place, as against twelfth in the December ranking. Studebaker was seventh, Dodge eighth, Oldsmobile ninth and Willys-Overland tenth. Willys-Overland stepped up considerably in

(Continued on Page 10)

AUBURN SHIPMENTS FOR FEBRUARY 1,406

Chicago, March 4.—Auburn Automobile Company during February shipped 1,406 cars against 2,508 in the previous month and 4,054 in February, 1931.

CHRYSLER FEBRUARY SHIPMENTS SHOW GAIN

Detroit, March 4.—Chrysler Corporation's February shipments of passenger cars, including Chrysler, Dodge, De Soto and Plymouth lines, were 36 per cent. in excess of January shipments, according to B. E. Hutchinson, vice-president and treasurer.

Figures just compiled for the first two months of this year show that shipments to dealers of Chrysler built cars also exceeded shipments in the same period of 1931. Shipments to dealers this year amounted to 101 per cent. of shipments in the first two months of 1931.

Two Used Car Appraisal Meetings Staged in Chicago

Chicago, March 4.—With two used car appraisal meetings, one for dealers and distributors of low-priced cars and the other for those in the higher priced bracket, in session this week at the Hotel Sherman, plans for a number of similar gatherings in other large cities were made known today at headquarters of the National Used Car Market Report, Inc.

Thomas J. Hay, president of this organization, accompanied by John Shea, chief statistician, will leave tomorrow (Saturday) to attend a series of such appraisal meetings in the East, including one in Boston Tuesday, a second in New York city Wednesday and a third in Pittsburgh Friday. Other cities scheduled are Kansas City, St. Paul-Minneapolis, Atlanta and Los Angeles.

As a result of these sessions appraisal prices and other data are determined by representatives of all makes of cars for the next issue of the Blue Book and Red Book. The idea of having one or more officials of the National Used Car Market Report present at each meeting is declared to be in itself a departure of constructive value.

"Much interest has been created in these appraisal meetings thus far," commented Mr. Hay. "Dealers and their representatives are realizing that used cars, and particularly the prices at which they are bought, must be given more attention than ever before this year. From my talks with them, I find them agreed that they are in no mood to turn profits into losses through foolish trading of used cars.

"Dealers get plenty of help, and always have received it, in selling their new cars. They need even

(Continued on Page 11)

HUPP SIGNS 24 NEW RETAIL, WHOLESALE OUTLETS DURING FEB.

Detroit, March 4.—Twenty-four new retail and wholesale outlets were signed by the Hupp Motor Car Corporation during the month of February, averaging nearly a new dealer connection a day during the month it is reported from company headquarters.

Three new distributor appointments are included, two of which are in Canada where Hupmobile activities are steadily growing. The two Canadian distributors are the O'Donnell-Mackie, Ltd., 577 Yonge St. Toronto, and C. W. Stratton of Sarnia, Ont.

Hupmobile includes another distributorship in its New England territory through the appointment of Beeman-Griffin Motor Company, Inc., 285 Broad St., Hartford, Conn.

By states, the new dealers include the following:

O. & F. Garage, Hamden, Conn.; Depot Square Garage, Manchester, Conn.; Ogletree Motor Company, Gainesville, Fla.; Crowe Motor Company, Aurora, Ill.; J. L. Frye Motor Sales, Lake Forrest, Ill.; Day & Nite Motor Sales, Minneapolis; Jacobson & Johnson, Attica, Ind.; O. E. Donley, Garrett, Ind.; New Liberty Garage, Newburyport, Mass.; Martin Naumes, Mt. Pleasant, Mich.; Stark & Richter Auto Sales, Inc., Paterson, N. J.; Earl Clapp, Cuba, N. Y.; Albert-Egan Super Service, Inc., Tompkinsville, N. Y.; E. M. Noel, Girardville, Pa.; Harry E. Artley, Montoursville, Pa.; United Auto Sales & Service, Reading, Pa.; Strickland Auto Laundry, Watsontown, Pa.; Bristow Motor Company, Hampton, Va.; Valley Franklin Company, Oshkosh. Wis.; Smith Motor Company, Casper, Wyo.; City Auto Service, Rock Springs, Wyo.

T. W. MOSS APPOINTED PARTS AND SERVICE MANAGER FOR PONTIAC

Pontiac, Mich., March 4.—W. A. Blees, vice-president in charge of sales for Pontiac, announces the recent appointment of T. W. Moss as parts and service manager. The appointment of Mr. Moss follows the resignation of J. S. O'Rourke.

T. W. Moss

Mr. Moss came to Pontiac in 1931 after nearly ten years of service experience with the Chevrolet organization. During that time he was successively parts warehouse manager for the Chevrolet Motor Car Company of Canada, service manager for Chevrolet's Detroit retail store, parts and service manager for Chevrolet's Detroit zone, and for the last two years he had been with the Chevrolet central office, specializing on the service and reconditioning of used cars.

Within the next few weeks Mr. Moss will place in operation throughout the United States a series of schools at which dealers' parts and service managers will receive special instruction on all details of service management. The factory service field personnel also is working directly with the dealers to assure maximum efficiency in every Pontiac service shop.

FISK REORGANIZATION PLANS FIND DISFAVOR

New York, March 4.—An immediate reorganization of the Fisk Rubber Company is neither necessary nor advantageous to the holders of any class of its securities, it is pointed out by the Fisk Rubber Compay stockholders' protective committee in a reply to the plans promulgated by the organization committee.

U. S. RUBBER REPORTS CONDITION OF COMPANY

New York, March 4.—F. B. Davis, chairman of the board of the United States Rubber Company, today made the following statement of his company's condition for the year ended December 31, 1931:

Net sales for the year amounted to $114,132,055 after all discounts and allowances. Tires, which were distributed in certain localities by the Uninted States Rubber Company in previous years, were sold during 1931 by the Samson Tire and Rubber Corporation of Los Angeles, Cal., and the Gillette Rubber Company of Eau Claire, Wis., controlled companies. The sales of these companies, amounting to more than $12,000,000, have not been consolidated with those of the United States Rubber Company.

Profit from operations for the year amounted to $630,858 after interest on funded indebtedness of $4,892,736 but before provision for depreciation of $9,672,924 and net adjustments of $431,338. The charge to surplus for the year amounted to $9,473,404, compared with $18,063,941 for 1930.

Total current assets were $62,605,970, of which cash amounted to $13,181,029. Total current and accrued liabilities were $7,625,039. The ratio of current assets to current liabilities was 8.21 to 1.

During the year bonds and notes of the company were bought for future redemption at a difference between par and purchase price, which resulted in a credit of $2,034,149. These purchases had an important effect in reducing interest on funded indebtedness from $5,576,791 in 1930 to $4,892,736 in 1931. Total outstanding funded and long term indebtedness was reduced $9,314,353 during the year.

Properties, plants and equipment had a net book value on December 31, 1930, of $94,056,883. Capital expenditures amounting to $3,650,705, less sales of properties and disposition of equipment having a book value of $702,966 and provision for depreciation of $9,672,924 caused a net reduction in book value of $6,725,185 for the year. The net book value on December 31, 1931, was $87,331,698.

The installment due March 19, 1932, of $500,000 on the loan of a subsidiary company was paid prior to the end of the year 1931.

TIRE PATENT SUIT DECISION NOT EXPECTED UNTIL JUNE

Akron, O., March 4.—Suit of the United States Rubber Company, against the Firestone Tire and Rubber Company, for alleged infringement of seven basic patents covering balloon tire construction methods, is nearing the final stages before the Federal District Court in Cleveland. Royalties on some 300,000,000 tires are said to be involved, this being one of the most extensive and far-reaching patent cases ever filed in the rubber industry.

United States Rubber must file its concluding argument in brief by April 1, according to Attorney Carl D. Friebolin, special master in the action. Firestone has until May 1 to reply, and a decision is expected after June 1. More than 500 exhibits have been placed on record by attorneys, including moving pictures of tire building.

Refusal of the Firestone company to pay royalties demanded by United States Rubber for the use of the so-called "drum method" of balloon tire construction led to the filing of the suit about 3 years ago.

CHRYSLER'S BROTHER DIES AT LA JOLLA, CAL.

La Jolla, Cal., March 4.—Edward E. Chrysler, former executive of the General Motors Corporation and a brother of Walter P. Chrysler, automobile manufacturer, died here yesterday after an extended illness. He was sixty years old.

Because of poor health Mr. Chrysler retired from the General Motors Corporation in 1918 and came to California. He lived at Los Angeles until three years ago, when he moved to La Jolla. He was born in Wamego, Kan. Mr. Chrysler is survived by a widow who was with him at the end. The funeral will take place at Glendale, Cal.

SPARKS from DETROIT

* * *

Detroit's Transportation

* * *

Ford's Luck

* * *

They Always Come Back

* * *

Chris Sinsabaugh—Detroit Editor

PUBLICATION of the fact that Detroit's "flying red buses" have carried 17,312,912 passengers 11,860,993 miles in the past three years and four months without a single fatality, brings out the story of how this de luxe Dodge service came into being.

As Eddie Edenburn, general manager of both the Detroit Automobile Dealers Association and the Michigan Automotive Trade Association, tells it to me, James Couzens, United States senator from Michigan, is indirectly responsible. When Couzens was mayor of Detroit, he started a fight for municipal ownership of the street railways. He stressed poor service, and to emphasize this, he was instrumental in putting jitneys on the streets as competition.

* * *

AT FIRST THESE JITNEYS, running in opposition to the street cars, were permitted to operate where they willed, but finally they were held down to four main thoroughfares. Their number became legion, and the fast service they furnished made them extremely popular, much business being taken away from the street car companies. Couzens followed this up by granting day to day franchises to the Detroit Motor Bus Company, whose equipment was furnished by the Fifth Avenue Coach Company of New York.

Making municipal ownership the issue at the election, Detroit decided to take over the street car lines. Then it was discovered that the jitneys were comparable with seventeen-year locusts. They were just as formidable competition for the municipally owned street cars as they had been for the old D. U. R. So the city started to drive the jitneys off the streets. It took a long court fight of three years, going to the United States Supreme Court for the final answer; but the city won.

* * *

THEN CAME ALONG the city-owned de luxe buses, which went into operation November 25, 1928. There were 120 of these sixteen-passenger Dodge parlor coaches, and right well have they done their work, taking the place of some 2,000 jitneys which had been free lancing throughout the city.

These jitneys were the solution of the Detroit used car problem in those days. Each was privately owned, and necessarily had to be of seven-passenger capacity. Consequently Detroit dealers did not hesitate to take in trade second-hand high priced cars, which found a ready market among the jitneyeers. Each carried seven passengers, in addition to the driver, and while no one made a fortune out of the business, still each owner was able to eke out a fair living, and the people got fast transportation.

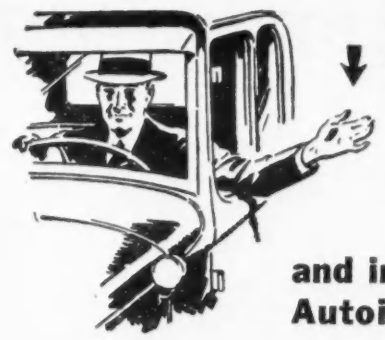
* * *

THE LINDBERGH KIDNAPING story "broke" Wednesday morning and every daily newspaper in the United States turned over its front page to the screaming headlines. Which brought forth from some of Ford's competitors here in Detroit expressions as to Henry Ford's luck. "Just supposing he had tried to announce the new line that morning," they said. "The lucky stiff!"

* * *

BARNEY OLDFIELD was in Daytona, Fla., when Malcolm Campbell broke the mile straightaway record which once was held by Oldfield himself. They say around here that Barney was bringing himself up to date on how to smash these beach records, which bears out the statement made by the column during show time that Oldfield plans a comeback.

In the talk I had with Barney then, he told me that while he is out of it so far as actual racing is concerned, he still thinks he could take the wheel of one of the speed monsters and regain his lost laurels. That's why he has been talking to Harry Miller, the engine manufacturer.

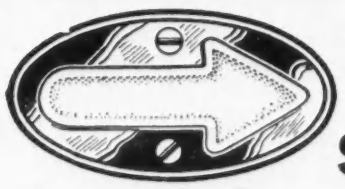


This killed 300

and injured 50,000 Autoists last year

STOCK AND DISPLAY

PINES TURNING SIGNALS



NEW, MODERN PROTECTION

Sells on Sight

NOW, more than ever before, there is a ready market for Pines Automobile Turning Signals. A market that means sure, quick profits for you. Because this accessory is a positive safety factor—a necessity—*not a luxury.*

Pines Automobile Turning Signals come in sets of 4 illuminated arrows, two for the front and two for the rear A turn of the switch at the steering wheel flashes a positive, illuminated warning, fore and aft. Easily installed in less than an hour.

Get in touch with your nearest Pines distributor immediately for further information and prices. Or write to us.

FLEXI-LITE

Pines now distributes Flexi-Lite, the new flashlight. Adjustable to throw the light at any angle. A necessity in the home, garage or on the road. Packed six in an attractive display carton. Write for information and prices.

PINES WINTERFRONT CO.

1151 North Cicero Avenue Chicago, Illinois

Metals Corrosion Costs U. S. Over a Billion a Year

Loss traceable to the corrosion of metals is now more than $1,000,000,000 a year in the United States, according to Dr. Gustav Egloff of the Universal Oil Products Company, Chicago, who will report on methods of protection at the eighty-third convention of the American Chemical Society in New Orleans March 28 to April 1.

Almost one-half the corrosion waste of the whole world occurs in this country, and represents over 1 per cent. of the value of the nation's annual business, Dr. Egloff declares. The corrosion bill of the petroleum industry for last year is estimated at $125,000,000, which constitutes a levy of 1 cent for every gallon of gasoline consumed in the United States. Despite the efforts of thousands of workers, Dr. Egloff says, the damage goes on.

"The staggering cost of replacement of rusted or corroded parts of equipment in every industry is only a part of the damage entailed by corrosion, for the failure of a comparatively small rusted article may imperil an entire structure and hundreds of lives," Dr. Egloff explains.

"Yet iron and steel remain the outstanding structural materials in most industries, and the rusting of iron is the foremost problem in metal corrosion. Other metals, too, are subjected to deterioration under given conditions, and the prevention or inhibition of corrosion is a prime requirement for solution of the problems of economy and efficiency.

"By reason of the range and variety of its operations and ever-increasing temperatures and pressures, the oil industry is exceptionally open to vast damage from corrosion. The handling of crude oil encounters almost every kind of corrosion problem in the collective fields of production, refining, transportation and utilization.

"Before the crude petroleum has been brought from its underground habitat, it has brought water or brine corrosion into the wells and pipe lines. Plants for treating distillate oils are subject to corrosion by chemicals used for such treatment, while the sulphur compounds present in many crude oils wreak havoc all along their route through oil casing and tubing, storage tanks, stills and cracking and treating equipment.

"Tanks, steel derricks and refinery buildings and equipment have their lives shortened by atmospheric corrosion, while all the problems of marine corrosion are encountered by the oil 'tankers.' It is easy to understand, then, why the corrosion bill of the petroleum industry is so huge.

"Workers engaged in the study of corrosion number into the thousands. Theories advanced to explain the rusting of iron alone would fill volumes, and remedies by the score have been proposed. Alloy steels containing chromium, silicon, nickel, copper or tungsten, coatings of metal or of ceramic materials, paints and bituminous coverings are a few of the remedies which have been used with some success. But the damage by corrosion continues, despite all these earnest endeavors.

"An army of workers is needed to move toward the discovery of cheaper and more widely applicable preventives for corrosion than are yet known. Inhibitors for the oxidation or 'rusting,' of rubber and of gasoline have been successfully applied in their fields.

"As a consequence, the life of tires has been increased many fold and 'gums' in gasolines are rapidly disappearing. Similarly, it should be possible to find rust inhibitors for iron and steel which may be incorporated in the metal in small amounts to obviate corrosion. The economic and safety values of such substances for industry are beyond estimation."

JOLIET A. D. A. TO STAGE ANNUAL SHOW MARCH 10-14

Joliet, Ill., March 4.—The Joliet Automobile Dealers Association, of which Welcome Dow is president, has completed arrangements for a spring show in the Joliet Motor Sales Building, Jefferson and Joliet Streets, March 10-14. Eighteen dealers will co-operate in staging the show.

WHITE ANNOUNCES NEW 6-CYLINDER INDIANA TRUCKS

(Continued from Page 1)

series along with the regular complete line.

Detailed specifications of these new models follow:

ENGINE — 6-cylinder cast in block, with removable head, L-head type. Crank shart 2½ inches in diameter mounted in 7-main bearings. Total projected area 27 square inches. Bore 3¾ inches, stroke 4¼ inches, piston displacement 282 cubic inches. 90 brake horse power at 2,500 r.p.m. NACC horse power 33.7. Torque 186 pounds feet at 1,000 r.p.m. 3-point suspension. Lubrication, full force feed to main bearings, connecting rod bearings, cam shaft bearings and timing gear. C i capacity 6 quarts. Water circulation by centrifugal pump. Pistons aluminum fitted with four rings. Helical timing gears with ⅞-inch face. Connecting rod bearings 2 inches in diameter 1½ inch length. Downdraft carburetor.

IGNITION—Battery with distributor and coil.

RADIATOR—Fin flat tube removable core mounted in chromium plated pressed steel shell.

CLUTCH—Single plate, 11 inches diameter.

TRANSMISSION — Mounted in unit with motor. Selective sliding gears, 4 speeds forward one reverse. All gears heat treated and case hardened for long wear. Constant mesh gears ground.

STEERING GEAR — Heavy duty cam and lever, 18 inch hand wheel. Drag link and tie rod, ball and socket self-adjusting construction.

WHEELS—Metal disk 20 inch base, ventilated type, 6 studs.

FUEL TANK—Mounted under driver's seat in special carrier. Lock seamed joints, Terne plate material, capacity 16 gallons.

INSTRUMENT BOARD—Speedometer driven off transmission, ammeter, heat indicator, lighting switch and oil gauge, also dash light.

FRONT AXLE — Heat treated steel forging, I-beam section 2½x 1 15-16x1¼ inches. Chrome nickel steel spindles. Wheel bearings taper roller. Steering thrust taken by roller bearing.

FRAME—Pressed steel channel 7 7-16x2½x7-32.

SPRINGS — Silico Manganese steel semi-elliptic. Front 37 inches by 2¼ inches, 11 leaves. Rear 54x2½, 13 leaves.

MODEL 95

REAR AXLE—Single reduction spiral bevel gear, full floating, sturdy one-piece malleable iron housing. Standard ratio 5.83, optional 6.80 and 4.86.

BRAKES—Hydraulic four wheel internal expanding front 16 inches in diameter by 2¼ inches wide, rear 16 inches diameter by 3½ inches wide. Gun iron drums. Emergency brake on rear of transmission.

TIRES—32x6-8-ply single front and dual rear. Optional extra cost, 32x6, 10-ply 7.00-20 and 7.50-20 balloons.

CHASSIS WEIGHT—4,400 pounds.

MODEL 95-DR

REAR AXLE—Full floating type, double reduction drive. Wheel bearings taper roller, differential and pinion shaft mounted on ball bearings. Diameter of axle shafts 1¾ inches. Malleable iron axle housing. Standard ratio 6.66, optional 7.36, 8.17 and 5.54.

BRAKES — Internal expanding foot brakes on four wheels, hydraulic type. Diameter and face, front 16x2¼, rear 16x3½. Emergency brake mounted on rear of transmission.

TIRES—7.50-20 single front and dual rear standard. Optional 34x7, 10-ply and 8.25-20 balloons.

CHASSIS WEIGHT—4,650 pounds.

Model 95-SBT-150

REAR AXLE—Dual rear axle; power on forward axle only, single reduction spiral bevel drive of sturdy construction. Standard ratio 7.40 to 1; optional 6.17. Weight equally divided on both rear axles.

FRAME—Pressed steel channel 7 7/16x2¾x9-32.

BRAKES — Internal expanding foot brakes on six wheels, hydraulic type, operated through vacuum booster. Diameter and face, front axle 16x2¼ inches; rear axles 16x3½ inches. Gun iron drums. Emergency brake on rear of transmission.

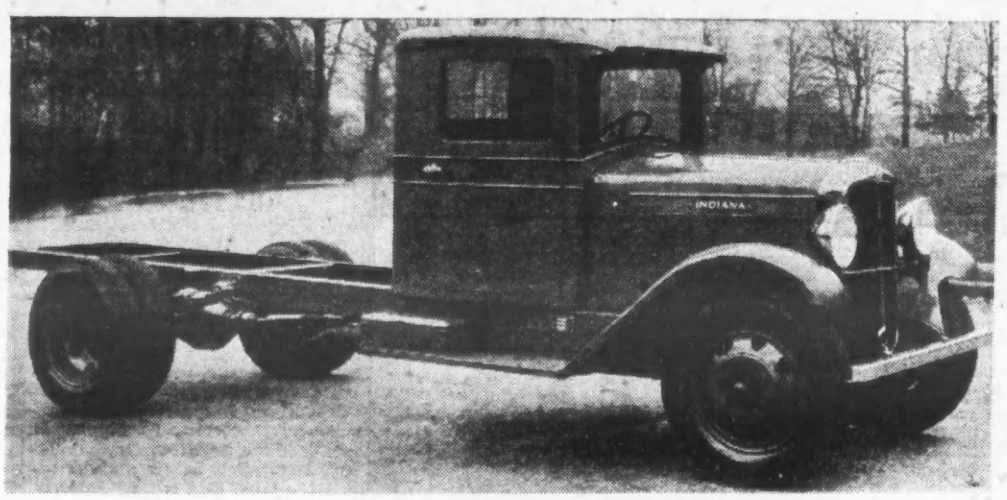
TIRES — 32x6, 8-ply standard. Options 7.00-20 and 7.50-20 balloons.

CHASSIS WEIGHT—5,500 pounds.

Model 95-SW-75

REAR AXLE—Dual rear axle, worm drive, power on both axles. Standard ratio 7.4 to 1, optional 6.2 to 1. Weight equally divided on both rear axles.

FRAME—Pressed steel channel 7 7/16x2¾x9-32.



INDIANA 95 SERIES 6-CYLINDER TRUCK

(Continued on Page 10)

Is there a

CADILLAC·LA SALLE FRANCHISE

in Your Community?

Cadillac's four distinguished new lines of cars effect such complete coverage of the fine-car field that it is now possible for the Cadillac Motor Car Company to extend its franchise to a limited number of communities previously without Cadillac-LaSalle representation. . . . The record of Cadillac-LaSalle sales in 1931—more than *one* out of every *three* cars in their price class—is an indication of what may be expected in 1932 from these distinguished new automobiles. Everywhere, they have been hailed as Cadillac's greatest achievement—both in *quality* and in *value*. . . . If your community is without Cadillac-La Salle representation at the present time, you might find it very much worth while to investigate the possibilities. A careful survey has been made of all available outlets and a decision can be made at once as to whether there is an opening for the franchise in your community. . . . Please write direct to the Cadillac Motor Car Company, at Detroit, Michigan. Your inquiry will receive immediate attention.

CADILLAC MOTOR CAR COMPANY

Division of General Motors

DETROIT, MICHIGAN

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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SATURDAY, MARCH 5, 1932

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The Importance of Price

WHEN a man is making a purchase costing $500 or $600, it might seem that a price differential between two competing products of $25 or $35 would not be a vitally important factor. If any one entertains such an idea, he is mistaken.

It must always be remembered that in the United States most motor cars are bought by people whose incomes are below the level reached by the income tax levy. The annual income of the vast majority of motor car buyers is well below $2,000.

This means that the spending of $500 or $600 is a major financial operation for the man buying a car. The sum must be carefully budgeted in the meager expenditures permitted by the small income. The man makes something between $25 and $50 a week. The monthly payment on a new car will equal something between a week's salary and half a week's salary. Only careful economy will permit the purchase to be made at all. Even a difference of $25 to $50 in the total price of a new car will receive careful consideration and will be duly weighed in relation to the buyer's income.

Another factor in sales in the lower-price bracket is the family angle of such purchases. A surprising number of American families have incomes that represent the combined earning power of a number of individuals. The father, the daughter or daughters and the sons are all employed and contribute in varying degree to the family income. In such families the purchase of a car is a co-operative matter. Perhaps the family has a total income of $3,500 or $4,000. This makes the family a prospect for a car ranging in price up to $1,000 or thereabouts.

Such an American family as this will carefully budget expenses. A family car will be considered just as necessary as any other expense, but the price will receive earnest scrutiny. A differential of $50 in price between two cars equally well liked will tip the scales in favor of the lower-priced unit.

The importance of price has increased enormously in the past two years. Today it is definitely a deciding factor, other things being approximately equal. The manufacturer who sells at a higher price must have something very definite to offer to offset the prejudice in favor of economy.

Decidedly, price is going to be vitally important in 1932.

Reciprocal Tariffs

THERE have recently come from Washington suggestions to the effect that Congress might be willing to consider legislation to promote reciprocal tariff agreements with foreign countries.

It is a welcome change even to hear such suggestions. If Congress elects to act in such fashion, it would do more to promote international revival than almost anything else. Our present tariff act came into being just at a time when the world was sickening for its present illness. It intensified something that would have arrived inevitably, but which might have been palliated. When the American tariff wall arose in all its Hawley-Smoot majesty, foreign countries simply threw up their hands in despair.

This country is committed to a policy of protecting home industries. We should continue to do exactly that; protect industries that need protection from ruinous foreign competition. But we should do this on a basis of agreements with foreign countries that will admit their products to our markets in such a way that home industries will not be injured, while at the same time our exporters will be able to sell goods in foreign markets.

The job of promoting such reciprocal tariff agreements is not impossible. Congress can act to bring immediate betterment in international trade fields without injuring home industries. We are a creditor nation, and as such are interested in promoting international trade. Let Congress act to do this.

Trade Association News

Official of Road Builders' Group Discusses Problem

Washington, March 4.—Continuation of the highway program to meet the demands for lower transportation costs and increased safety and convenience for 26,000,000 motor vehicle owners is of vital importance at the present time because an additional benefit is obtained through the relief of unemployment, according to Charles E. Grubb of the American Road Builders' Association in an address before the Ohio Engineering Society.

"The unemployment emergency so greatly relieved by highway building stimulated through emergency appropriations of the Federal government is by no means past," stated Mr. Grubb. "Briefly stated, the reasons why road building is so valuable for unemployment relief are: Highways are not over-produced and the need is nationwide, adequate organization exists and plans are ready, prices are low and highways built now will outlast the depression, people previously employed in varied industries are readily absorbed in highway building, employment on the highways lessons the demand for direct relief in every community out of every dollar spent for road building more than 90 per cent. finds its way to the wage earner.

"Expenditures for highways provide the shortest logical route over which to transfer emergency funds to the pockets of those that need them," Mr. Grubb continued, "at the present time obtaining for the taxpayer needed public improvements without waste or extravagance. Material reductions in highway funds will add a new quota to the ranks of the unemployed.

"Suggested raids on the funds derived from the gasoline tax paid by motors for the building and upkeep of roads they use will breed dissatisfaction, and can only result in the refusal of 26,000,000 motorists to continue to supply a revenue vital to the development of the nation's highway transportation system," Mr. Grubb declared. "Non-diversion of the gasoline tax means normal, well-balanced highway improvement in an orderly, business-like manner, and based on assured steady income.

"It is a fortunate circumstance that highways in which emergency funds are invested will remain to serve the people who pay for them long after the emergency is past," he concluded.

As Our Readers See It

OPINIONS expressed in this column are those of readers of Automotive Daily News and do not necessarily represent the views of its editors or owners. Readers are cordially invited to use this space to discuss any problems of interest to the automotive industry as a whole.

Problem of Getting Product From Factory to Consumer

Editor, Automotive Daily News: Having followed your editorials in the Automotive Daily News for the past few years, I notice that you like to raise questions that start someone thinking. Diplomatically, of course, but just enough to get under the skin and start something.

That's why I'm going to ask some questions that I sincerely hope will "start something," and the enclosed circulars will show you very plainly, why.

Battery factories are becoming so completely price minded that apparently they have forgotten the real purpose of an automobile battery Why should they so have completely forgotten the use of their product, that they ruin their own business by price selling?

Why has the automobile factory put on improvements year after year, and permitted the battery and generator system to remain practically unchanged for ten years? Yet high compression motors; higher speed, and more cylinders are adding to the motorists' trouble because the battery and generator system hasn't kept pace with the other developments.

It seems to me that not only in regard to the battery, but in many other parts of the car, its nearly time for the entire automotive field to wake up to the fact that the public is pretty well fed up on the old order. The average automobile owner that has $1,000 or more invested in stocks, will watch his investment like a hawk. Yet the automotive manufacturers and the automotive parts manufacturers still persist on feeling that this same car owner will invest $1,000 or more in a car, and then deliberately proceed to ruin that investment as fast as he can. The old Model T Ford was built so simply that almost any owner could make his own repairs with a hair pin and a pair of pliers. All the other manufacturers recommend that you bring your car to their service station, so they can charge the owner fifty cents for a repair part and five dollars for the one-hour labor putting it on.

Get five automobile owners together, and inside of fifteen minutes some one asks the question, "Where can I find a good mechanic who works on his own hook after hours; some fellow that will give me a good job at a fair price and who will tell me the things I should know to give my car the [illegible] of care that it should have?"

Now, confidentially, this is all based upon the fact that if I attempt to market Tel-a-Charge through the regular garage and retail channels I have to do all the selling by advertising, and these outlets are nothing more than a means of making it convenient for the customer to buy. Unless you soak the car owner an enormous price, you cannot afford to pay the cost of selling in that manner.

Just a chat that has behind it the fact that the problem of getting merchandise from the factory to the consumer at a reasonable price is a big one. But fundamentally a feeling that the factory in the automotive industry who deals with the public is losing, or has lost, sight of the fact that the public wants to know. FREDERICK J. PEASE.

Tel-a-Charge sales manager, Clum Manufacturing Company, Milwaukee.

Time to Delete the Bunk, Says This Reader

Automotive Daily News: This is a time for less bunk and moe earnest thought, less kidding and more honest exchange of experience and opinion. How true was Walter E. Flander's oft expressed truism, "No one but a damn fool kids himself."

Like the liquor business interests, we of the motor car world have been for two years trying to work our way out of a mess into which we placed ourselves. Unless we watch ourselves closely 1932 and 1933 are going to show a resumption of bad practice in some few powerful quarters, and when one starts high pressure work the rest will be dragged in.

This year is a national convention year, and national election year, with all that they imply. That fact will not help any business very much, and the dealer and factory path will not be made any smoother. The dealer will have harder work to sell than if 1932 were an off year politically.

Against that condition may be set the fact that thousands of cars will

(Continued on Page 9)

FEDERAL AID OF VALUE TO LOCAL ROAD BUILDING

Washington, D. C., March 4.—Although Federal aid to states in road building is confined to the main state highways, Federal assistance has been of great importance in the improvement of local roads.

This statement was made by Frederick E. Everett, president of the American Association of State Hihgway Officials, in commenting on the need for continuing Federal aid at its present level.

"When the first Federal Aid System map was published in 1923 the mileage on the system was about 169,000 miles. Since that time the mileage has been increased to 199,000," said Mr. Everett. "In 1923 the roads composing the state highway system, which also includes the Federal Aid System, totaled 203,000 miles and now the total is about 120,000 miles greater. Much of this additional mileage on the state systems consists of roads taken over from counties and townships, which relieved them of a tremendous financial responsibility.

"The states were better able to assume charge of these local roads because of the Federal plan of road building co-operation which permitted them to make rapid progress in improving the main state roads."

COMING EVENTS

FEBRUARY

22-March 5—**San Francisco, Cal.** Automobile Salon Palace Hotel
27-March 5—**Albany, N. Y.** 22d Annual Automobile Show, Albany Automobile Dealers' Association, Inc., State Armory.
29-March 5—**Seattle, Wash.** Show.

MARCH

3- 5—**Gary, Ind.** Automotive Trade Association, annual show. A. H. Travers chairman
3- 5—**Manchester, Conn.** Show.
3- 6—**Decatur, Ill.** Show.
5-13—**Toronto, Can.**, National Spring Motor Show of Canada. Canadian Automobile Chamber of Commerce, Coliseum, Exhibition Grounds.
10-12—**Ansonia, Conn.** Show.

OCTOBER

3- 7—**Buffalo, N. Y.** National Metal Exposition, 174th Regiment Armory. W. H. Eisenman, 7016 Euclid Ave., Cleveland, director.
3- 7—**Buffalo, N. Y.** National Metal Congress. Sponsored by American Society for Steel Treating, with co-operation of American Society of Mechanical Engineers, Institute of Metals and Iron and Steel Divisions of American Institute of Mining and Metallurgical Engineers, American Welding Society, Wire Association.

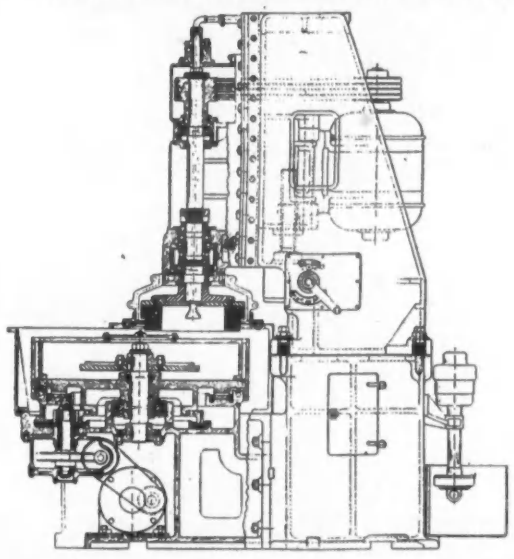
Truck and Bus Issue—Mar. 18

In addition to up-to-the-minute specifications with prices, the issue will contain latest registration figures by states and makes, in addition to news and articles of interest to every truck dealer and fleet owner who will receive the issue.

No added charge for extra distribution.

Automotive Daily News
350 Hudson Street, N. Y

Gardner Machine Has New Vertical Surface Grinder



The Gardner Machine Company, Beloit, Wis., is introducing a new Series 111 duplex vertical surface grinder. This machine is designed to handle single surfaced grinding where the work can be passed between two abrasive units.

In practical operation, the first wheel roughs the stock, removing most of the metal to be ground off, and the second wheel smooths off and leaves the finished surface. The stock is placed once for both roughing and finishing operations.

A horizontal table rests on flat, circular ways to obviate springing. A stationary shaft extends through the center of the table and on this fixture operating units are mounted. The table is driven by a large spur gear and pinion. The fixture body is a unit in itself and can be removed.

Two vertical spindles are mounted on columns, each having three point suspension. Each is adjustable from right angles to a degree that allows a slight tilting to obtain two cuts from the same wheel in one pass. By tilting the roughing wheel a slight concave surface will be produced in the stock, but this is removed practically entirely when the finishing wheel passes over it.

Each of the spindle columns is self-contained, being equipped with automatic and also manual means of raising and lowering the spindle to compensate for wheel wear. A ball bearing supported screw, connecting with the spindle slide, is placed inside the column. Hinged brackets to carry any NEMA frame motor are placed within the columns. These brackets are adjustable to maintain proper belt tension. In this way V-type belts may be removed.

On each side of the base and directly under the spindle is placed a wheel dresser. If automatic diamond dressing is necessary, the diamond dresser is located on the fixture body being controlled by a mechanism in the body. Two automatic air calipers are located on the side of the base.

When the ground surface passes from the roughing wheel it comes in contact with the first of these calipers. If not enough stock has been removed at the first cut, the caliper automatically lowers the roughing wheel. After the surface has passed the finishing wheel it comes in contact with the second caliper. If insufficient metal has been removed, this automatically lowers the finishing wheel. All these checking-up operations are entirely automatic.

A removable water tank may be had for wet grinding, being located at the rear of the machine. A centrifugal pump is mounted adjustably, so that the tank may be removed. This pump will supply more than fifty gallons of water a minute to the wheels.

Three sizes of grinders constitute this 111 line. These have 42, 42 and 72 inch tables, respectively, with chuck sizes 16, 18, 18 and 20 inches, respectively.

Destructive Purchasing An Evil to Be Watched

The Steel Founders Society of America is suggesting to its members a program for eliminating destructive buying and deflationary purchasing, which is interesting to industrials outside the steel industry. Because of the fundamental character of the evils outlined, we pass the latest bulletin in this campaign on to our readers:

Steel castings salesmen are being faced with repeated demands for lower and lower selling prices.

Sometimes the buyers attempt to justify their requests by stating that scrap and pig iron have been reduced in price, and salaries and wages cut—hence, manufacturing costs should be lower and selling prices reduced accordingly.

Such reasoning is based on half-truths and supposition.

Here are the facts:

1. Pig iron is being currently quoted from $3 to $4 less per ton than in 1929.

2. Steel scrap is being offered at from $5 to $6 per ton less than in 1929.

3. Assuming scrap constitutes two-thirds of the furnace charge and pig iron one-third, the reduced cost of metal per ton of castings would be two-thirds times six, or $4, plus one-third times $4, or $1.33 1-3. Metal charged would, therefore, represent only about $5.333 per ton reduction over 1929, equivalent to about one-quarter cent per pound.

4. Salaries and wages, in common with other industries, have been reduced by the majority if not all steel foundries, although the percentage of reduction cannot be accurately stated.

5. At the same time, the volume of steel casting sales has fallen from about 68 per cent. of capacity in 1929 to current level between 15 per cent and 20 per cent. of capacity.

6. Due to low volume of production, labor cost per ton of castings has, on the average, actually risen during the last eighteen months, the increase more than offsetting the reduced cost of prime melting metals.

7. There have been practically no price reductions on sand, emery wheels, electric power, telephone and telegraph, taxes, and numerous materials used in the production of steel castings. Fuel oil is down, but natural gas is unchanged.

8. Freight rates—a large factor in steel casting costs—were increased January 4. The importance of this item is grasped when it is realized that it takes from four to five tons of various materials to make one ton of steel castings.

When a buyer asks 1 to 2 cents a pound reduction on steel castings sales prices, he cannot have reflected on several very important considerations.

1. To obtain castings at prices yielding the producer no profit or entailing losses forces him to effect further economies. About the only thing left for him to do is to still further reduce salaries and wages, which have already been substantially lowered.

2. Reduced earning power means reduced purchasing power for all things. The sale of every product is dependent upon the ability of the public to buy. Steel foundrymen are a part of the consumer market. If their income is reduced, their purchasing power is curtailed and reflected in fewer purchases of various commodities.

3. A declining demand means reduced sales volume for companies who buy steel castings. Reduced sales volume will necessitate wage reductions, which will affect not only the purchasing agent, but all the men in the employ of his company. No one wants to receive salary slashes of 25 to 50 per cent., and yet that will be the ultimate result of deflationary purchasing if continued unchecked.

Companies which buy steel castings are faced with the same conditions as the steel foundry. Their salesmen are in turn asked for price reductions which, in most cases, are unwarranted by corresponding cost reductions. Thus, what the purchasing agent may save by obtaining lower prices on materials may

(Continued on Page 12)

ATLAS ASBESTOS PUTS OUT BODYGUARD BRAKE LINING

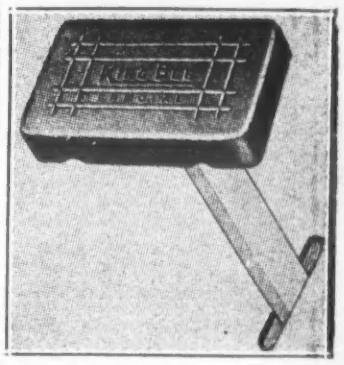
The Atlas Asbestos Company, North Wales, Pa., is putting out its Bodyguard brake lining in fifty-foot rolls of continuous length, and also in sets for Ford and Chevrolet cars.

This flexible molded brake lining embodies indentures, a patented feature, which, it is claimed, permits the lining to "breathe" during the processes of manufacture. This, the manufacturer states, prevents the lining from blistering and peeling when in service on the car, thus obviating scoring of the brake drums.

GUIBERSON DEVELOPS DIESEL AIR ENGINE

Dallas, March 4.—Guiberson Diesel Engine Company announces plans to erect a large plant in Dallas to manufacture the Guiberson-Diesel airplane engine, which has been developed by the Guiberson Corporation of this city. After three years of engineering effort a motor using petroleum with economy of operation has been perfected, and recent flying tests at high altitudes, under the direction of Col. Art Goebel, were pronounced wholly satisfactory

AMERICAN AUTOMATIC DEVICES LISTS NEW SAFETY PEDAL PADS



The American Automotive Devices Company, Chicago, is putting out new King Bee safety pedal pads. These pads are fitted with a set of vise-like jaws, designed to give a permanent locking action, to eliminate loosening of the pads in service. One model fits all car and truck pedals. Attachment is stated to be simple and quick.

IN 1929 CHEVROLET DEALERS SOLD 28.5% OF THE LOW PRICE FIELD
IN 1930 CHEVROLET DEALERS SOLD 32.2% OF THE LOW PRICE FIELD
and IN 1931 CHEVROLET DEALERS SOLD OVER 42% OF THE LOW PRICE FIELD

EVERY capable, far-seeing business man will quickly realize the meaning of the above statistics. Not only do they prove that Chevrolet dominates the biggest automobile market—the low-price field. They also show a steady increase in public favor that promises well for the future of Chevrolet dealers.

There are, of course, sound reasons for this constant progress. Chevrolet engineers have shown a remarkable ability to forecast, and satisfy, the demands of buyers from year to year—as proved by the success of the 1931 model. And the Chevrolet sales department backs its dealers with sound merchandising counsel on the most comprehensive scale known to the industry.

As a result, Chevrolet dealers, *all of whom are placed only in areas of known profit potentialities*, can look to the future with expectations of even greater profits than they have enjoyed in the past.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors

CHEVROLET

SIX-CYLINDER PASSENGER CARS AND TRUCKS

Again . . . PONTIAC DEALERS HAVE CARS THAT "TAKE" WITH THE PUBLIC

●

What are Pontiac's 1932 prospects? . . . First, one or two basic facts must be considered. The main one is that Pontiac builds its sales policy on the one central idea of dealer profit. • In 1931 Pontiac, with the aid of bankers, urged on its dealers a program of sounder selling and the stoppage of profit leaks. As a result, dealers earned $5,596,000 more than in 1930. This year, using the same sound methods from the start, they will net $3,000,000 more if they sell only as many cars as in 1931. • But our belief is that they will sell considerably more cars, for 1932 Pontiacs are popular. When the season opened at the New York Automobile Show, Pontiac started right off as a sales leader, and held this position throughout the week, as official sales reports showed. At Chicago, the story was repeated. Other large shows have recorded similar results. *The public has taken to these cars.* • Naturally, the morale of Pontiac dealers is high. They know they have the cars the public wants, and they know they are operating soundly. They know they can depend on Pontiac to keep their interests in mind. They are aggressively out for business, adding to their sales forces and increasing their efforts. • Not only are the cars attractive in themselves, but they are very strongly advertised. In magazines, in newspapers, on outdoor boards and over the radio, the public is seeing and hearing of them *in the strongest campaign we have ever known.* • An important new step is the *salesmen's bonus,* paid by the Factory to retail salesmen in addition to their regular commission. It strikes at one of the industry's important problems, and it is bringing men of high caliber to Pontiac. • Other sales-stimulating and sales-training activities are aggressively employed. • In every way the Pontiac organization is out for better results. Pontiac dealers feel that they are on a sounder profit basis than ever before, and that with popular new cars and aggressive selling plans, they have before them the prospect of another successful year.

FINE PRODUCTS ✓ ✓ FAIR POLICIES

PONTIAC chief of values

and sales plans built to yield them better profits . . . . . .

Profit opportunities are open to Pontiac dealers in cities and towns like this throughout the country.

City No. 1—$12,000, $15,000, and $24,000 Net

Large western metropolis of over one million population offers choice of 3 franchises. Net profits should reach $12,000, $15,000, and $24,000 respectively, over and above a comfortable salary. Investment required, $40,000, $50,000, and $80,000, respectively. Total registrations in Pontiac's price class in 1931, 24,462; Pontiac registrations, 746 in same period. Total Pontiac cars in city, 12,369.

City No. 2—$7,500 Net

One of Pennsylvania's most consistently thriving cities. Population is a little more than 75,000. The city's industries include large railway shops and the manufacture of brick, silk goods, overalls, motor trucks, radios and several other nationally sold products, insuring a steady year-round market. Total 1931 car registrations in Pontiac's price class, 1211; total Pontiacs in same period, 80. Total Pontiacs in operation, 563. This desirable franchise should easily net $7,500 over and above a comfortable salary. Capital required, $25,000.

City No. 3—$18,000 Net

Busy, exceptionally substantial and progressive city in Ohio with many diversified industries. Population, 290,000. Total 1931 car registrations in Pontiac's price class, 7,203; total Pontiacs in same period, 329. Total Pontiacs in operation, 3,001. This franchise should net conservatively $18,000 over and above a comfortable salary. Capital required, $60,000.

City No. 4—$15,000 Net

State capital, livestock center in Northwest, population close to 300,000. Total 1931 registrations in Pontiac's price class, 6,547. Pontiacs registered in same period, 359. Total Pontiacs in operation, 2,940. Franchise available should net $15,000 yearly, over and above a comfortable salary. Capital required, $50,000.

City No. 5—$12,000 Net

One of the livest manufacturing and agricultural centers in Michigan with a population of 168,000. This franchise is exceptionally valuable. Total 1931 car registrations in Pontiac's price class, 3,418; total Pontiacs in same period, 154. Total Pontiacs in operation, 1,839. This franchise should net $12,000 over and above a comfortable salary. Capital required, $40,000.

City No. 6—$7,000 Net

Busy industrial city of 65,000, important mid-west steel center, registered 903 new cars in Pontiac's price class in 1931, of which 25 were Pontiacs. Total Pontiacs in operation, 757. Franchise available should net $7,000 yearly, over and above a comfortable salary. Capital required, $22,500.

City No. 7—$7,500 Net

Bustling mid-west city of 31,000, noted as an exceptionally good retail center, manufactures farm equipment and railroad supplies. Total 1931 registrations in Pontiac's price class, 695, of which 37 were Pontiacs. Total Pontiacs in operation, 608. Excellent opportunity. Franchise should net $7,500 yearly, over and above a comfortable salary. Investment required, $25,000.

City No. 8—$21,000 Net

Large residential section in Atlantic coast metropolis, population over one million. Total 1931 registrations in Pontiac's price class, 13,046. Pontiacs registered in same period, 540. Total Pontiacs in operation, 2,700. Valuable franchise available, should net $21,000 yearly, over and above a comfortable salary. Capital required, $65,000.

City No. 9—$18,000 Net

North Central manufacturing city, over one and a half million population, pre-eminent in automotive industry, leader in manufacture of dozens of other products. Total 1931 car registrations in Pontiac's price class, 35,638, of which 1,357 were Pontiacs. Total Pontiacs in operation, 17,214. Valuable franchise available, should net $18,000 yearly, over and above a comfortable salary. Capital required, $60,000.

City No. 10—$12,000 Net

Residential suburb of 65,000 population, on Atlantic seaboard, with many parks and 11 miles of riverfront. Some manufacturing. A pleasant place to live and a profitable spot for business. Franchise should net $12,000 yearly, over and above a comfortable salary. Capital required, $40,000.

City No. 11—$9,000 Net

Third richest city in the United States, large Atlantic port, one of the most important manufacturing and wholesaling centers in the world. Total 1931 car registrations in Pontiac's price class, 23,334; total Pontiacs in same period, 882. Total Pontiacs in operation, 8,246. Franchise available should net $9,000 yearly, over and above a comfortable salary. Capital required, $30,000.

PROFITABLE DEALERSHIPS

WRITE OR WIRE PONTIAC

OF PONTIAC, MICHIGAN

New Dealer Appointments By States and Makes

INDIANA

Willys-Overland—H. B. Tischendorf, Mount Vernon; Nocohls Motor Company, Brazil; Red Front Garage, Frankfort; G. T. G. Service Company, Logansport; Grant Motor Company, Inc., Marion; J. S. Liston & Son, Pimento; Earl Rupe, Portland; The Gist Auto Company, Union City; Russell-Beesley Sales Company, Royal Center.

IOWA

Willys-Overland—A. J. Reich, New Hampton; Olson Motor Company, Osage; Kilburg Motor Company, Monticello.

MAINE

Graham-Paige — Morris-Lancaster Company, Bangor; W. D. Heald, Camden.

MASSACHUSETTS

Willys-Overland—Overland Commonwealth, Inc., Boston; Bradford-Titcomb Motor Sales, Newbury.

MICHIGAN

Graham-Paige—Rick Motor Sales, Hillsdale.

Willys-Overland—Michigan Motor Sales, Mount Clemens; West Leonard Sales and Service, Grand Rapids.

MINNESOTA

Willys-Overland — Johanson Motor Company, Fairmont.

MISSOURI

Willys-Overland — English Motor Car Company, Jefferson City; Dierl Motor Sales, St. Louis.

NEW JERSEY

Graham-Paige — Orange Motors, East Orange; Jensen & Bedell, Inc., Elizabeth.

NEW YORK

Graham-Paige—Ruth Motor Sales, Mineola, Long Island; A. Wendelken, New York; Longendyke-Martin, Inc., Kingston.

Willys-Overland — Nelson Motor Car Company, Endicott; John De Pumpo, Waverly; Rodney G. Magee, Attica; Fred Osborn, Camden; Geffen & Wolf, Utica.

NORTH DAKOTA

Willys-Overland — Antone Stockstad, Milnor.

OHIO

Willys-Overland — Bennett Motor Sales, Cherry Grove; Walter E. Greenawalt Company, Lima; Carl Dukes, North Baltimore; The Knupp Automotive Company, Sidney; H. E. Plummer, Swanton.

OREGON

Willys-Overland—Used Car Exchange, Hillsboro.

PENNSYLVANIA

Graham-Paige — Truitt Motor Sales, Clifton Heights.

Willys-Overland — Ernest Anderson, Mount Pleasant; Jones-Lyne Motor Company, Washington.

SOUTH DAKOTA

Willys-Overland—C. A. Buehner, Clayton; C. S. Juve, Colton.

TENNESSEE

Willys-Overland—Stafford Motor Company, Sweetwater.

TEXAS

Graham-Paige—Frazer Auto Company, Corpus Christi; Ellis Boyd Motor Company, Inc., Fort Worth.

VIRGINIA

Graham-Paige—Harvey J. Parker, Onley.

Willys-Overland—Hoffman Motor Company, Newport News.

WASHINGTON

Graham-Paige — Bradley Motor Company, Tacoma; Transport Corporation, Seattle.

Willys-Overland—St. Helens Garage, Chehalis; Quinault Garage, Quinault; Roslyn Motor Company, Roslyn.

WEST VIRGINIA

Graham-Paige — C. A. Arner, Chester.

WISCONSIN

Graham-Paige — Zelie General Tire Company, Appleton.

Willys-Overland — Fleming Garage, Eau Claire; Sparta Auto Company, Inc., Sparta.

A. S. S. T. HEARS COOK ON HEATING OF SPRINGS

Newark, N. J., March 4.—R. W. Cook, vice-president of Wallace & Barnes Co., Bristol, Conn., spoke on "Manufacture and Heat Treatment of Springs" Wednesday night at the meeting of the New Jersey Chapter American Society for Steel Treating, at the Elks Club. Westinghouse Lamp Company presented a motion picture on the manufacture of lamps.

Cumulative New Passenger Car

States	Auburn	Buick	Cadillac	Chevrolet	Chrysler	Cord	De Soto	De Vaux	Dodge	Essex	Ford	Franklin	Graham	Hudson	Hupmobile	La Salle
Illinois	95	273	74	1514	182	9	155	22	254	151	304	12	104	77	85	33
Ill., 1931	332	449	69	2569	159	27	147	*	482	244	2598	30	89	134	130	50

*Not in production. Combined reports, Oakland and Pontiac; Whippet and Willys.

CUMULATIVE NEW PASSENGER CAR

Figures in this table are from R. L. Polk & Co. of Detroit, with the exception of Illinois, which are supplied by the Robinson Advertising Metropolitan district figures, compiled by Sherlock & Arnold, New York city, are included in the New York state total. Some of this city, or town lists, or lists of owners in any given section

In this table 36 states **Returns for today: Kentucky,**

States	Auburn	Austin	Buick	Cadillac	Chevrolet	Chrysler	Cord	De Soto	De Vaux	Dodge	Essex	Ford	Franklin	Graham	Hudson	Hupmobile	La Salle	Lincoln
Alabama	4		41	2	327	25		10	2	19	16	122	1	3	2	6		
Arizona	4		21		83	2		4	2	12	3	24			2		1	2
Conn.	5		127	23	335	14	1	14	2	43	32	92	5	30	5	6	7	2
Delaware			21	4	101	9		1		5	4	33		2		2	3	2
Florida	12		90	4	800	34	1	7	3	25	41	301	14	21	14	9	4	5
Idaho			11		87	3	1	3	1	13	2	55		2	1	1		
Illinois	53		378	51	2037	104	3	120	12	172	84	253	14	103	44	70	34	18
Indiana	24		184	8	1225	38	3	51	8	80	74	545	13	20	38	22		3
Kentucky	6		32	3	440	36		22	1	41	27	172	2	7	11	8		3
Maryland	8		65	5	646	13		3		36	28	188	3	7	15	15	2	
Michigan	17		254	34	1492	36		40	11	118	304	555		100	116	49	10	44
Minn.	5		87	3	595	22	1	13	1	26	10	204		19	9	10	3	
Miss.			8		280	1		3		5		81				4		2
Missouri	7		66	15	738	18		21	1	41	16	249	6	25	6	14	8	
Montana	1		14		45	6		1	1	3		19		1				
Nebraska	4		44	1	541	13		8	2	27	9	299		5	3	4		2
Nevada			14	1	35	3				4	1	15		1	1			
N. Hamp.	1		25	1	72	4		4	2	6	12	51		7	3		1	
N. Jersey	31		486	57	1616	92	9	38	13	38	106	511	14	55	33	40	34	14
N. Mexico			35		97	5				9	1	61		1	1			
N. Ca'lina	10		34	3	582	17		7	2	56	33	277		3	17	3	3	
N. Dakota			18		119	4		1	1	12	1	53		4	1	1		
Ohio	53		213	22	1577	61		84	15	138	172	726	25	72	50	31	15	10
Oklahoma	2		94	6	739	27		2	1	61	11	282	1	3	4	5	2	1
Oregon	4		35	2	234	11		9	4	13	9	108		12	5	1	2	2
Penn.	36		514	54	2239	163	1	80	18	176	128	1057	41	89	58	73	45	10
So. Car.	6		29		363	8		6		13	7	122	1	2	5	3	2	1
S. Dakota	2		17		128	6		8	1	8	3	56		1	1	5		1
Texas	10		275	18	2021	71	1	35	4	127	35	851	4	31	20	25	7	7
Utah	1		17		100		1	1	1	3	7	79	1	5	2	1		
Vermont	2		16		51			3		7	10	29		2	2	3		
Virginia	17		110	8	1021	44	2	36	2	71	31	653	1	23	25	22	5	1
Wash.	14		58	2	358	17	3	35	8	34	27	193	4	10	14	8	1	2
W. Va.	2		35	1	273	18	1	7	4	37	12	135	3	8	7	4	3	1
Wisconsin	15		134	10	909	29	1	31	13	41	60	358	1	24	25	12	6	3
Wyoming			15	1	87	6		2		4	6	66		1		3	1	
Totals	356		3617	339	22393	960	29	710	136	1574	1322	8875	154	699	540	460	199	136
Ala., '31		3	40	3	360	26		2		8	8	297	1	4	4	6		
Ariz., '31		5	30	3	127	7		6		12	6	133		4	7	6	4	
Conn., '31	4	1	84	17	372	42	2	35		48	50	330	7	19	28	19	13	
Del., 1931	1		17	5	92	10		3		2	13	97				1	5	
Fla., '31	10	41	103	14	1210	59	3	18		45	96	1121	10	48	60	16	4	4
Idaho, '31	1	2	13	1	202	11		7		17	6	170		7	5	2		1
Ill., 1931	276	22	581	86	3046	159	15	139	*	341	180	2123	34	71	125	79	47	37
Ind., '31	46	11	137	14	1240	63	1	64		89	98	1142	7	32	51	24	7	5
Ky., '31	5	7	42	4	832	29		19		60	71	627		13	22	14	1	1
Md., '31	4		91	5	654	17		8		35	47	461	8	8	17	16	3	1
Mich., '31	112	13	302	33	1679	39	6	28		189	234	1906	1	66	124	28	20	18
Minn., '31	4	7	100	13	899	27	1	6		61	61	645	3	22	26	30	6	3
Miss., '31			21		183	3		3		7		195	1	6	1	3		
Mo., '31	48	3	75	9	772	22		20		43	36	538	1	26	14	31	7	4
Mont., '31	5		37		244	18	1	12		23	13	242	2	2	8	6	3	
Neb., '31		10	118	4	1230	42		10		84	32	1083		16	27	17	2	2
Nev., '31	1		14	2	52	10		1		13	6	51	1	5	7	5	1	
N. H., '31			2		44	2				2	11	34			1	2		
N. J., '31	54	25	545	98	2266	188	9	69		228	301	2089	26	56	169	82	56	12
N. M., '31		4	52	2	218	15		5		19	2	178		2		1	1	
N. C., '31		15	51	3	591	28	1	9		42	39	601	2	9	22	4		
N. D., '31			17		223	15		2		13	5	121		7	2	1		2
Ohio, '31	149	14	189	43	1854	104	7	82		159	208	1993	18	67	96	59	21	13
Okla., '31	5	11	155	18	1319	38		15		172	22	878	3	19	13	8	6	4
Ore., '31	4	3	65	3	474	23		16		34	16	444	5	15	10	8	1	2
Pa., '31	38	20	342	53	1885	189		100		194	258	1569	29	76	121	65	40	14
S. C., 1931	1	9	23	1	459	12		8		17	24	361		2	11	10	3	1
S. D., '31			35		437	24	1	4		54	14	316		4	5	14		
Texas, '31	10	37	335	31	2452	112	3	66		212	67	1824	11	43	34	34	17	5
Utah, '31		1	16	1	98	6		6		10	9	90	2	9	8	3		
Vt., '31	1		6		33	3		1		6	9	31	1	3	6	2	1	
Va., '31	2	5	62	4	558	38	1	21		40	48	574		5	24	22	3	2
Wash., '31		6	123	5	587	62	2	43		60	52	688	4	25	17	33		2
W. Va., '31	3	3	31	3	303	14		4		35	29	268	3	14	18	5	2	1
Wis., '31	87	6	104	11	907	76	2	24		90	113	709	2	24	56	10	6	2
Wy., '31			10	1	90	2		1		13	17	57			2	4	1	
Totals	871	284	3968	490	27992	1535	55	857	*	2477	2201	23986	182	729	1141	670	281	136

*Not in production.

Registration Statistics, February, 1932

States	Lincoln	Marmon	Nash	Oldsmobile	Packard	Pierce-Arrow	Plymouth	Pontiac	Reo	Rockne	Studebaker	Willys-Overland	Willys-Knight	Miscellaneous	Totals
Illinois	29	11	215	297	54	23	222	308	20	16	244	208	34	37	5,062
Ill., 1931	40	68	206	361	124	43	137	443	48	*	307	291	50	145	9,772

REGISTRATION STATISTICS, JANUARY, 1932

Service, Springfield, Ill., and New Jersey, which are furnished by the New Jersey Motor List Co., New Car Division, Trenton, N. J. data has been published previously, but it is given here complete for the convenience of our subscribers. Readers desiring county, may obtain these by addressing any of these three companies.

Montana, Texas, Vermont, Wyoming

States	Marmon	Nash	Oldsmobile	Packard	Peerless	Pierce-Arrow	Plymouth	Pontiac	Reo	Rockne	Studebaker	Stutz	Willys-Overland	Willys-Knight	Miscellaneous	Totals
Alabama	1	14	10	6			46	33	1	3	13		23	2		732
Arizona		6	4	3			15	5		3	5		3	2		206
Conn.	1	30	37	24		6	69	79	4	6	29		8	2	3	1,041
Delaware	1	3	11	8			12	24			3		2		4	255
Florida	17	19	9	17		1	137	69	3	3	24		25	2	2	1,713
Idaho		6	1	1			7	8		1	3		3	4		214
Illinois	22	98	206	143		21	323	257	23	10	252		192	21	46	5,164
Indiana	29	26	99	10		1	238	148	6	15	123		129	13	7	3,180
Kentucky		13	18	5		2	83	35	5	2	25		36	4	2	1,041
Maryland	1	14	14	10		3	35	98	9	8	38		20	3	5	1,292
Michigan	18	19	261	37		9	122	300	21	20	85		49	7	9	4,137
Minn.		10	34	5		1	62	47	7	2	47		35	6	6	1,270
Miss.		9	3				16	4		2	15		4			437
Missouri	8	29	30	13		7	86	59	1	2	29		52	7	7	1,561
Montana	1	2	1	1		1	5	2			4					108
Nebraska		8	23	4		1	50	39	2	2	20		34	2	2	1,149
Nevada				3			4	2			5					89
N. Hamp.		12	15	1			13	16	2	5	7		1			261
N. Jersey	21	101	154	130		34	197	188	17	16	186		73	37	59	4,450
N. Mexico		4	3				12	5	1		5		6	1	2	249
N. Ca'lina		7	16	1		1	69	48		4	18		18	1	1	1,231
N. Dakota		7	2				11	5			6		18	3		267
Ohio	8	60	139	35		9	244	322	24	15	97		136	23	20	4,396
Oklahoma	2	4	20	8		2	57	57	2	1	21		18	2	4	1,439
Oregon		7	14	1		1	34	27	3	3	35		11	7	6	600
Penn.	48	118	133	87		19	410	242	20	19	189		183	19	56	6,325
So. Car.	1	3	6	4			26	24	1	1	3		5	1	1	644
S. Dakota		2	13	1			13	14	1		5		4			290
Texas	1	33	36	12		4	140	141	12	18	115		52	4	9	4,119
Utah		6	4	3			5	8	1	3	9		3	1	2	264
Vermont		5	6	2		1	4	11			5		7		1	167
Virginia	5	17	26	15		3	138	96	4	2	38		26	6	14	2,462
Wash.		27	36	5			99	86	7	14	39		33	7	22	1,163
W. Va.	1	17	8	9		1	48	40	5		17		30	1		728
Wisconsin	3	59	67	42		3	104	96	7	6	81		62	7	27	2,236
Wyoming		6	4	1			23	8		1	10		4		2	251
Totals	189	801	1463	647		131	2957	2643	189	187	1606		1305	195	319	55,131
Ala., '31	5	6	7	9		1	19	15	1		19		29	3	1	877
Ariz., '31	2	17	5	5		1	7	11	3		14		7		1	423
Conn., '31	8	31	27	27	1	9	14	74	6		40		14	4	11	1,337
Del., 1931		3	3	9		2	4	19					1		4	291
Fla., '31	14	50	35	22		6	71	124	16		27	1	41	7	6	3,282
Idaho, '31		6	4				21	16	3		16		24	2	12	549
Ill., 1931	106	203	198	136	19	35	183	417	76		294	11	179	58	80	9,356
Ind., '31	75	59	90	16	1	5	109	157	18		97	2	84	7	21	3,772
Ky., '31	19	17	11	15		1	77	47	7		32		63	9	10	2,055
Md., '31	3	27	19	10	5	3	25	66	8		31	1	27	2	7	1,609
Mich., '31	30	44	309	36	1	1	63	449	37		77		78	18	52	5,993
Minn., '31	8	41	27	31	2	1	68	88	16		54	1	87	11	12	2,361
Miss., '31		12	2				5	12			8		8	5		475
Mo., '31	30	32	29	14	5	13	51	70	3		30		36	8	13	1,983
Mont., '31	7	16	8	3	1		21	35	9		17		18	4	12	767
Neb., '31	8	29	47	8		2	117	98	8		49		102	11	27	3,183
Nev., '31		3	2	1			1	4			8		1		1	190
N. H., '31		2	4				1	2			2	1	1			111
N. J., '31	53	300	193	132	17	48	91	335	66		286	4	135	76	50	8,059
N. M., '31		8	4	2			12	9	2		8	1	11	4	3	563
N. C., '31	2	9	32	3			36	68			16		29	1	3	1,616
N. D., '31	5	11	10				14	39	1		12		35	5	7	547
Ohio, '31	87	106	200	63	31	24	125	383	24		166	7	202	76	153	6,723
Okla., '31	7	40	21	18		2	37	118	10		29	1	44	3	13	3,029
Ore., '31	5	29	20	7		3	13	44	12		46		19	5	28	1,354
Pa., '31	107	138	159	101	26	27	146	261	35		163		163	31	57	6,407
S. C., 1931		2	9	1		1	13	25	1		13		5			1,012
S. D., '31	3	13	38	1			45	29	2		38		46	2	8	1,133
Texas, '31	25	61	61	37	1	15	107	174	31		150		92	20	32	6,099
Utah, '31	2	6	3			1	2	10	2		14	1	5		1	306
Vt., '31	1	4	6	1	1		6	10	2				4	2		140
Va., '31	9	14	23	15	2	3	25	65	5		29	3	25	3	4	1,634
Wash., '31	3	41	75	8	1	5	90	118	9		83	1	69	35	55	2,302
W. Va., '31	17	14	16	6			24	41	6		13	1	35	11	4	924
Wis., '31	21	106	100	13	3	14	48	144	13		94		75	16	16	2,892
Wy., '31		6	9	1			10	4	3		4		2	3		240
Totals	662	1506	1806	751	117	223	1701	3581	435	*	1979	36	1796	442	704	83,594

Time to Delete the Bunk, Says This Reader

(Continued from Page 4)

have to be replaced which this year are being operated at heavy service expense in preference to replacements. Next year the service costs will run up close to replacement, and the number of cars traded will jump. As a corollary, their value will decrease and conditions be dubious. The dealer in 1932 must watch his trades.

The railroad and freight situation is going to hurt the industry. Badly! Freight rates, which are now badly arranged and too high, are going up. The dealer who can afford to pay cash for a carload of cars is an increasingly rare animal. So is the bank which will loan on motor cars. Yet the freight set up is such that he must buy carloads or pay a prohibitive "less carload" rate. Trucking or driveaway solves the problem for a few hundred miles when roads are free from ice, snow or mud. But those conditions, or one of them, may be found during half the year in many of the most productive sections of the country. A reasonable freight rate on one or two cars would permit a dealer to carry a representative showing of the line he sells. The carload situation prohibits it.

As a prediction, may this writer suggest that our trend should be away from the bright lights, the tile floors, the plate glass and palms and the mahogany roll top sanctum sanctorums? When I buy a car, I buy not metal and cloth. I buy transportation. I use the "high overhead" showroom perhaps fifteen minutes while I'm signing the order and writing a check. Immediately that is done, I go to the service floor to get my car.

From that point onward I forget the tile floor and make my contacts with the service floor. Why in the name of common sense should my dealer pay a 10 per cent. or more overhead charge out of his profits in order to have a palm bower for me to spend fifteen minutes in it once a year?

Let's have the overhead in the service floor. In cleanliness, so I may be glad to go there. In convenience, so I will not postpone my visits too long and my car (and the maker's reputation) suffer. In equipment, so that I may have my wheels aligned or brakes adjusted and know that it has been properly done, so that the men who diagnose and quote may be fair to dealer and owner alike and may be accurate in their diagnosis of troubles.

Let's have a stock of parts which will enable the dealer to keep my car running without waiting for shipment from factory.

So much for the dealer.

The factory executives can do much to change the picture which appears when a purchase is contemplated.

Set and advertise a correct price. A list of $795 f. o. b. usually doesn't mean a thing. There usually are bumpers, wire wheels, spare tire, tube, tire cover, advertising charge, service charge and Lord only knows what to be added, and a $795 f. o. b. price frequently means a check for $950 or $1,000 when you pay for the car. Freight is, of course, a variable. But car equipment isn't. We laugh at our folly when we charged $90 extra for top and windshield on a touring car, and bragged of our wisdom when we stopped it. Present practice is equally asinine, and our owners are cussing us for it.

What interest has a purchaser in advertising expenes incurred by the factory? I know of sales lost because buyer learned he was paying a $12.50 advertising assessment.

It is too difficult to get buyers to the point where they sign on the line. Let's not slap them in the face with charges and extras and gadgets to be explained at the critical moment when price is being discussed.

This business needs a czar, but it will be a long time before it realizes it.

This could be made a book, but I've taken enough of your valuable space. **READER.**

DETROIT DODGE DEALERS IN NEW LOCATIONS

Detroit, March 4.—A. H. Page Sales and Service, Dodge dealers formerly located at Kercheval and Wayburn, removed this week to a new location at 13901 Jefferson Ave. R. W. Hollister, Dodge dealer in the Joy Road-Grand River section for the past ten years, moved this week to new quarters at the corner of Joy Road and Grand River.

WHITE ANNOUNCES NEW 6-CYLINDER INDIANA TRUCKS

(Continued from Page 3)

BRAKES — Internal expanding foot brakes on six wheels. Hydraulic type operated through vacuum booster. Diameter and face, front axle brakes 16x2¼, rear axle brakes 16x2¼. Emergency brake on rear of transmission.

TIRES — 32x6, 8-ply standard. Optional 7.00-20 and 7.50-20 duals, 10-ply total.

CHASSIS WEIGHT—5,800 pounds.

All Models

STANDARD EQUIPMENT — Crown front fenders, running board with splash shields, channel bumper, jack, set of tools, electric lighting and starting equipment, electric horn, oil gauge, heat indicator, ammeter, dash light, air cleaner, speedometer, rear vision mirror and spare wheel.

CAB—(Extra Equipment). Indiana DeLuxe, built in own plant. Sedan doors with drop windows operated by strongly constructed crank mechanism, one piece windshield full ventilating, automatic windshield wiper, air cushions with double decked springs upholstered in imitation leather. Clear vision and ample room. Weight 470 pounds.

The following equipment is available at extra cost—Helper springs, radius rods, spring draw bar, tow hooks, side mounted gas tanks, safety lights, cowl lights, reflectors, vacuum booster, vacuum booster trailer connections, governor, tire carrier, full length running boards, oil filter, oil bath air cleaner, spring bar bumper, combination tail and stop light, and grease gun.

PROPOSED FEDERAL SALES TAX RAISES VARIOUS OPINIONS

(Continued from Page 1)

ably the proper way to raise the badly needed funds was the belief of Frank D. Fuller of the Moore Drop Forging Company, who said, however, that the plan was not clear to him. He would not favor a tax on unfinished articles, he said, if it were to be multiplied to increase the total tax on the articles sold to the consumer to many times 2 per cent.

A. B. Reynders of the Westinghouse Electric and Manufacturing Company feared that the attempt to lay such a tax would almost certainly result in unfair and unjust discrimination. A tax on all products absolutely alike, he said, would meet with his approval, but he said that discrimination would probably result in inequitable hardships on some manufacturers.

That the manufacturers would certainly oppose the proposed tax was the statement of Charles Van Norman of the Van Norman Machine Tool Company. Mr. Van Norman said that money had to be raised somewhere, but that the average person was always willing to have some one else assume the burden.

The sales tax would be unpopular, John C. Brooks of the Fiberloid Corporation prophesied, but he said it was as equitable as anything that had been suggested. He agreed with Mr. Van Norman that the manufacturer would not like it.

PACKARD'S SHIPMENTS IN FEB. GAIN 270%

Detroit, March 4.—Packard shipments for February, 1932, totaled 2,150 units, an increase of 270 per cent. over the previous February, it was disclosed by the Packard Motor Car Company. Schedules for March, said the company, are being maintained on the same basis as February, with banked up shipping orders extending well into April.

Retail deliveries are expanding seasonally with February deliveries exceeding those of January. A substantial build-up in retail deliveries is anticipated for the month of March, inasmuch as new light eights are now moving in quantity to distributors and dealers.

MAJOR SPECIFICATIONS AND MECHANICAL DETAILS

Make and Model	Weight—5-P. Sedan	Wheel Base	Engine Make	Thermostat Used	Valve Arrangement	Cylinders	Bore and Stroke	Piston Disp.	Compression Ratio	Tax H. P.	Brake, H.P. and Peak R. P. M.	Pist. Make or Material	No. Main Br.	Oil Purifier	Fuel Cleaner	Carburetor	Air Cleaner
Auburn 8-100	—	127-136	Lyc	Dole	L	8	3 x4¾	268.6	5.26	28.8	98@3400	*Alum	5	Pur	No	Str	No
Auburn 12-160	—	133	Lyc	Dole	O	12	3⅛x4¼	391.0	5.50	46.8	160@3400	*Alum	4	Pur	Ste	Str	—
Austin	§1130	75	Own	—	L	4	2.2x3	45.6	5.10	7.8	13@3000	Alum	2	—	—	Til	No
Buick 32-50	3450	114	Own	Bish-Bab	O	8	2⅛x4¼	230.4	4.65	27.61	78@3200	CI	5	AC	AC	Mar	AC
Buick 32-60	3980	118	Own	Bish-Bab	O	8	3 1/16x4⅝	272.6	4.63	30.02	90@3000	CI	5	AC	AC	Mar	AC
Buick 32-80	4450	126	Own	Bish-Bab	O	8	3⅛x5	344.8	4.40	35.12	104@2900	CI	5	AC	AC	Mar	AC
Buick 32-90	4565	134	Own	Bish-Bab	O	8	3⅛x5	344.8	4.40	35.12	104@2900	CI	5	AC	AC	Mar	AC
Cadillac 355 B	—	134-140	Own	Har	L	8	3⅜x4 1/8	353.0	5.38	36.4	115@3000	CI	3	AC	AC	Own	AC
Cadillac 370 B	—	134-140	Own	Har	O	12	3⅛x4	368.0	5.30	46.9	135@3400	CI	4	Cuno	AC	DL	AC
Cadillac 452 B	—	143-149	Own	Har	O	16	3 x4	452.0	5.36	57.5	165@3400	CI	5	Cuno	AC	DL	AC
Chevrolet	—	109	Own	No	O	6	3 1/16x3¾	194	5.20	26.3	60@3000	CI	3	—	—	Car	AC
Chrysler 6	3205	116	Own	Yes	L	6	3¼x4½	223.9	5.35	25.35	82@3400	Alum	4	Pur	Yes	B & B	Yes
Chrysler 8	3960	125	Own	Yes	L	8	3¼x4½	298.6	5.20	33.80	100@3400	Alum	5	Pur	Yes	Str	Yes
Chrysler Imp. 8	4645	135	Own	Yes	L	8	3½x5	384.8	5.20	39.20	125@3200	Alum	9	Pur	Yes	Str	Yes
Chrysler Imp. 8 cus.	—	146	Own	Yes	L	8	3½x5	384.8	5.20	39.20	125@3200	Alum	9	Pur	Yes	Str	Yes
Cord (Fr. Wh. D.)	4620	137½	Lyc	Dole	L	8	3¼x4½	298.6	5.25	33.8	115@3300	*Alum	5	Pur	AC	Sch	No
De Soto Six	3008	*174½	Own	Yes	L	6	3¼x4¼	211.5	5.35	25.35	75@3400	*Alum	4	Pur	Yes	B & B	Yes
De Vaux 6-80	2810	114	Hall	Dole	L	6	3⅜x4	214.7	5.20	27.34	75@3600	Alum	4	—	Yes	Til	AC
Dodge Six	3179	114¼	Own	Yes	L	6	3¼x4⅜	217.7	5.35	25.35	79@3400	Alum	4	Pur	Yes	Car	Yes
Dodge Eight	3617	122	Own	Yes	L	8	3¼x4¼	282.1	5.20	33.80	90@3400	Alum	5	Pur	Yes	Str	Yes
Essex-Gr. Su. 6	—	113	†Own	—	L	6	2⅞x4¾	193.0	5.50	20.7	70@3200	Alum	3	No	Ste	Mar	AC
Ford A	2375	103½	Own	—	L	4	3⅞x4¼	200.5	4.22	24.03	40@2200	Alum	3	—	—	Zen	—
Franklin Airman	—	132	*Own	Ful	O	6	3½x4¾	—	5.10	—	100@3100	*Alum	7	Pur	Yes	Str	Yes
Franklin V-12	—	144	*Own	Ful	O	12	3¼x4	—	5.10	—	150@3100	*Alum	7	Pur	Yes	—	—
Graham 6	—	113	Own	Yes	L	6	3⅛x4½	207	5.45	23.4	70@3200	*Alum	7	—	AC	Sch	AC
Graham, Bl-Str.	3665	123	Own	Bish-Bab	L	8	3⅛x4	245.4	6.50	31.25	90@3400	*Alum	5	AC	AC	DL	AC
Hudson Greater 8	—	119-126-132	†Own	—	L	8	3 x4½	254.1	5.80	28.8	101@3600	Alum	5	No	Ste	Mar	AC
Hupmobile 216	—	116	Own	Bish-Bab	L	6	3⅜x4¼	228.1	5.00	27.34	75@3200	*Alum	4	**	Ste	Str	AC
Hupmobile 222	3580	122	Own	Bish-Bab	L	8	2⅞x4⅝	250.7	5.40	27.61	93@3200	Alum	5	Pur	Ste	Str	AC
Hupmobile 226	3755	126	Own	Bish-Bab	L	8	3 1/16x4¾	279.9	5.47	30.10	103@3200	Alum	5	Pur	Ste	Str	AC
La Salle 345 B	—	130-136	Own	Har	L	8	3⅜x4 1/16	353.0	5.38	36.4	115@3000	CI	3	AC	AC	Own	AC
Lincoln V-8	5430	136	Own	Yes	L	8	3½x5	384.0	5.23	39.2	125	Alum	5	No	AC	Str	AC
Lincoln V-12	5750	145	Own	Yes	L	12	3¼x4½	448.0	5.25	50.7	150@3400	Alum	7	No	AC	Str	Ac
Marmon 8	3500	125	Own	Yes	L	8	3¼x4⅜	315.2	5.50	33.8	125@3400	Alum	5	Flo	—	—	—
Marmon 16	5360	145	Own	Pines	O	16	3⅛x4	490.8	6.00	62.5	200@3400	Alum	5	†	AC	Str	AC
Nash Bix Six	—	116	Own	Bish-Bab	L	6	3⅛x4⅜	201.3	—	—	70@3000	*Alum	7	Pur	Yes	Str	Yes
Nash Stand. Eight	—	121	Own	Bish-Bab	L	8	3 x4⅜	247.4	—	—	85@3200	*Alum	9	Pur	Yes	Str	Yes
Nash Spec. Eight	—	128	Own	Bish-Bab	O	8	3⅛x4¼	260.8	—	—	100@3400	*Alum	9	Pur	Yes	Str	Yes
Nash Adv. Eight	—	133	Own	Bish-Bab	O	8	3⅜x4½	322.0	—	—	125@3600	*Alum	9	Pur	Yes	Str	Yes
Nash Ambas. Eight	—	142	Own	Bish-Bab	O	8	3⅜x4½	322.0	—	—	125@3600	*Alum	9	Pur	Yes	Str	Yes
Oldsmobile F-32	3035	116½	Own	No	L	6	3 1/16x4⅛	213.3	5.80	26.3	74@3200	CI	4	AC	AC	Str	AC
Oldsmobile L-32	3165	116½	Own	No	L	8	3 x4¼	240.3	5.90	28.8	87@3350	CI	5	AC	AC	Str	AC
Packard Twin Six	5225	142-147	Own	Yes	L	12	3 1/16x3½	390.0	6.00	50.6	150@3600	*Alum	4	No	Yes	Own	AC
Packard Stan. 8	4570	130-137	Own	Yes	L	8	3⅛x5	320.0	6.00	32.5	110@3200	*Alum	9	Yes	Yes	Own	AC
Packard De L. 8	5045	142-147	Own	Yes	L	8	3½x5	384.8	6.00	39.2	135@3200	*Alum	9	Yes	Yes	Own	AC
Packard Light 8	4115	127¾	Own	Yes	L	8	3⅛x5	320.0	6.00	32.50	110@3200	*Alum	9	Yes	Yes	Own	AC
Peerless De L. Mas.	4521	125	Con	Bish-Bab	L	8	3⅜x4½	322	5.00	36.45	115@3200	*Alum	5	Pur	AC	Sch	AC
Peerless Custom 8	4766	138	Con	Bish-Bab	L	8	3⅜x4½	322	5.00	36.45	120@3200	*Alum	5	Pur	AC	Sch	AC
Pierce-Arrow 54	—	137-142	Own	Pines	L	8	3½x4¾	366	5.05	39.2	125@3000	*Alum	9	Pur	Ste	Str	AC
Pierce-Arrow 52	—	142-147	Own	Pines	L	12	3⅝x4	429	5.05	54.6	150@3200	*Alum	7	Pur	Ste	Str	AC
Pierce-Arrow 53	—	137-142	Own	Pines	L	12	3¼x4	398	5.05	50.7	140@3200	*Alum	7	Pur	Ste	Str	AC
Plymouth	2690	109	Own	—	L	4	3⅛x4¾	196.1	4.90	21.03	56@2800	*Alum	3	—	AC	Car	Yes
Pontiac 6	—	114	Own	—	L	6	3 1/16x3⅞	200.0	5.10	26.3	65@3200	CI	3	—	AC	Mar	Yes
Pontiac V-8	—	117	Own	—	H	8	3 7/16x3⅜	251.0	5.20	37.8	85@3200	CI	3	—	AC	Mar	Yes
Reo Royale 8-35	4650	135	Own	Pines	L	8	3⅜x5	358	5.30	36.48	125@3300	Alum	9	Han	AC	Sch	Own
Reo Royale 8-31	4375	131	Own	Pines	L	8	3⅜x5	358	5.30	36.48	125@3300	Alum	9	Han	AC	Sch	Own
Reo 8-21	3610	121	Own	Yes	L	8	3 x4¾	268.6	5.37	28.8	90@3300	*Alum	5	Han	—	Sch	Un
Reo 6-21	3525	121	Own	Yes	L	6	3⅜x5	268.3	5.30	27.3	85@3200	Alum	7	Han	—	Sch	Un
Reo Fly. Cloud 6-25	3950	125	Own	Yes	L	6	3⅜x5	268.3	5.30	27.34	85@3200	Alum	7	Han	V S	Sch	Un
Reo 8-25	4050	125	Own	Yes	L	8	3 x4¾	268.6	5.37	28.8	90@3300	*Alum	5	Han	V S	Sch	Un
Rockne 6-65	—	110	Own	Dole	L	6	3⅛x4⅛	189.8	5.20	23.4	65@3200	CI	4	—	Ste	Str	No
Rockne 6-75	—	114	Own	Dole	L	6	3¼x4⅛	205.3	5.10	25.4	72@3200	CI	4	—	AC	Str	No
Studebaker 6-55	3150	117	Own	Dole	L	6	3¼x4⅝	230.0	5.00	25.4	80@3200	CI	4	No	Ste	Str	No
Studebaker Dict. 62	3240	117	Own	Dole	L	8	3 1/16x3¾	221.0	5.00	30.0	85@3200	CI	9	Pur	Ste	Str	AC
Studebaker Com. 71	3545	125	Own	Dole	L	8	3 1/16x4¼	250.4	5.15	30.0	101@3200	*Alum	9	Pur	Ste	Str	AC
Studebaker Pres. 91	4260	135	Own	Dole	L	8	3½x4⅜	337.0	5.10	39.2	122@3200	*Alum	9	Han	Ste	Str	AM
Stutz LAA	4383	127½	Own	—	O	6	3⅜x4½	241.5	5.50	27.3	85@3150	*Alum	7	Pur	AC	Zen	Un
Stutz SV-16	4885	134½-145	Own	—	O	8	3⅜x4½	322	5.50	36.4	113@3300	*Alum	9	Pur	AC	Zen	AM
Stutz DV 32	5281	134½-145	Own	Bish-Bab	O	8	3⅜x4½	322	5.10	36.4	156@3900	*Alum	9	Pur	Ste	Sch	AC
Willys-Ov'land 6-90	2824	113	Own	—	L	6	3¼x3⅞	193.0	5.26	25.35	65@3400	CI	4	No	AC	Til	Til
Willys-Ov'land 8-88	—	121	Own	—	L	8	3⅛x4	245.4	5.26	31.25	80@3200	CI	5	No	AC	Til	AC
Willys-Kni. 66-D	—	121	Own	—	K	6	3⅜x4¾	255.0	5.50	27.34	87@3200	*Alum	7	Pur	Til	Til	AC
Willys-Knight 95	—	113	Own	—	K	6	2 1/16x4⅜	177.9	5.55	20.70	60@3400	*Alum	7	Pur	AC	Til	Yes

FINANCIAL NEWS

STUTZ STOCK DISTRIBUTORS ORGANIZE NEW GROUP

New York, March 4.—A syndicate composed of A. H. Bickmore & Co. and L. L. Narr & Co., Inc., of New York, and Fairman & Co. of Philadelphia, has been organized to distribute the common stock of Stutz Motor Car Company of America, Inc., which is listed on the New York Curb Exchange and Chicago Stock Exchange. The group has prepared for distribution an analysis of the present position of the Stutz Company resulting from recent reduction in inventories and economies effected.

FEDERAL MOGUL REPORTS

Detroit, March 4.—Net loss of Federal Mogul Corporation and subsidiaries (bearings, castings, washers, etc.) for year ended December 31, 1931, was $83,420 after depreciation, taxes, etc. This compares with net profit of $84,452, equal to 54 cents a share on 154,720 no-par shares of capital stock in 1930.

HERCULES DIVIDEND

Canton, O., March 4.—Hercules Motors Corporation has declared the regular quarterly dividend of 20 cents on the common stock, payable April 1 to stock of record March 21.

HERCULES MOTOR SHOWS $324,861 PROFIT IN 1931

Cleveland, March 4.—Hercules Motor Company, for year ended December 31, 1931, reports net profit of $324,861 after depreciation and Federal taxes, equivalent to $1.04 a share on 310,100 no-par shares of capital stock. This compares with $387,812 or $1.24 a share on 312,500 shares in 1930.

McCORD RADIATOR COMPANY HAS LOSS DURING 1931

Detroit, March 4.—McCord Radiator and Manufacturing Company and subsidiaries report for the year ended December 31, 1931, net loss of $283,949 after taxes, interest, and depreciation, comparing with net profit of $10,807 in 1930.

BOHN ALUMINUM 1931 PROFIT PUT AT $295,333

Detroit, March 4.—Bohn Aluminum and Brass and subsidiaries for 1931 show net profit of $295,333 after interest, depreciation, Federal taxes, etc., equivalent to 84 cents a share on 352,418 no par shares of capital stock. This compares with $725,596, or $2.06 a share, in 1930.

MOTO GAUGE & EQUIPMENT REPORTS SMALL LOSS

Toledo, O., March 4.—Report of Moto Gauge & Equipment Corporation and subsidiaries for year ended December 31, 1931, shows net loss of $527,048 after depreciation, inventory write-down, interest and other charges, comparing with net loss of $637,882 in 1930.

STUDEBAKER N. Y. SALES DOUBLE LAST YEAR

New York, March 4.—For month of February, 1932, Studebaker retail sales in Greater New York (except the borough of Richmond) numbered 416 units, against 207 last year. Chet Whittaker, retail sales manager, reports first two months 1932 sales 702 units, against 395 units last year. And, Whittaker adds, "We are trading better this year than last."

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

ESSEX SALES JUMP TO SIXTH PLACE IN FEB. FIGURES

(Continued from Page 1)

the ranking, due to the combining of the Willys and Whippet sales under the name of Willys-Overland. Whippet had been running well down the list.

Chrysler was at the top of the third group of five cars on the basis of the January returns, with Nash twelfth, De Soto thirteenth, Graham fourteenth and Packard fifteenth.

Hudson was sixteenth for January, Hupmobile, seventeenth; Auburn, eighteenth; Cadillac, nineteenth, and La Salle, twentieth.

Willys-Knight was twenty-first, with Marmon and Reo tied for twenty-second and twenty-third places. Rockne was twenty-fourth and Franklin twenty-fifth.

DeVaux and Lincoln were tied for twenty-sixth and twenty-seventh places, while Pierce-Arrow was twenty-eighth and Cord twenty-ninth.

OF PRESENT AMERICAN PASSENGER CAR MODELS

Make and Model	Front End Drive	Ignition System	Gen. and Starter	Clutch	Transmission: Make	Transmission: Speeds	Transmission: Type	Universals	Rear Axle	Ratio	Brakes	Steering Gear	Springs Rear	Spring Shackles	Chassis Lubric.	Tires
Auburn 8-100	Chain	Del-R	Del-R-S	Long	D	3	SM-LGS-F	U	Col	*4.70	M	Ross	S 56¾	Own	Bijur	17x6.00
Auburn 12-160	Link	Del-R	*Del-R-S	Long	D	3	SM-LGS-F	M	Col ½	*4.55	Bendix	Ross	S 56¾	Own	Bijur	*17x6.00
Austin	Gear	Aut-L	*Aut-L	Rock	WG	3	——	S	Sal ½	5.25	M	Say-B	Cant	Own	Al-Z	18x3.75
Buick 32-50	Tex	Del-R	Del-R	*Own	O	3	SM-BW-F	O	Own ½	4.60	Own	Sag	S 56	Tryon	Al-Z	18x5.50
Buick 32-60	Tex	Del-R	Del-R	*Own	O	3	SM-BW-F	O	Own ¾	4.54	Own	Sag	S 55⅛	Own	Al-Z	18x6.00
Buick 32-80	Tex	Del-R	Del-R	*Own	O	3	SM-BW-F	O	Own ¾	4.27	Own	Sag	S 58⅞	Own	Al-Z	18x7.00
Buick 32-90	Tex	Del-R	Del-R	*Own	O	3	SM-BW-F	O	Own ¾	4.27	Own	Sag	S 58⅞	Own	Al-Z	18x7.00
Cadillac 355 B	Morse	Del-R	Del-R	Own	O	3	SM-F	S	Own ¾	4.60	Own M	Sag	S 58	Own	Alem	17x7 00
Cadillac 370 B	Morse	Del-R	Del-R	Own	O	3	SM-F	S	Ovn ¾	4.80	Own M	Sag	S 58	Own	Alem	17x7.50
Cadillac 452 B	Morse	Del-R	Del-R	Own	O	3	SM-F	S	Own ¾	4.64	Own	Sag	S 60	Own	Alem	18x7.50
Chevrolet	—	Del-R	*Del-R	Own	O	3	SM-F	—	Own ½	——	—	Sag	S 54	——	Alem	18x5.25
Chrysler 6	Chain	Del-R	Del-R	*—	O	3	—— F	—	Own ½	4.60	H	Own	S 53⅜	——	Alem	18x5.50
Chrysler 8	Chain	Del-R	Del-R	*—	O	4	—— F	—	Own ½	4.30	H	Gem	S 54⅝	——	Alem	17x6.50
Chrysler Imp. 8	Chain	Del-R	Del-R	*—	O	4	—— F	—	Own ½	4.10	H	Gem	S 57½	——	Al-Z	17x7.00
Chrysler Imp. 8 Cus.	Chain	Del-R	Del-R	*—	O	4	—— F	—	Own ½	4.10	H	Gem	S 57½	——	Al-Z	17x7.50
Cord (Fr. Wh. Dr.)	Link	Del-R	*Del-R	Long	D	3	——	*	Col F	4.80	H	Gem	S 62	Own	Bijur	18x7.00
De Soto Six	Chain	Del-R	Del-R	*Own	O	3	—— F	S	Own ½	4.62	H	Own	S 53⅜	——	Alem	18x5.25
De Vaux 6-80	Morse	Aut-L	*Aut-L	Borg	W	3	——	S	‡AD ½	4.40	M	†W	S 54¼	Tryon	Al-Z	19x5.25
Dodge Six	Chain	Del-R	—	*—	O	3	—— F	—	Own ½	4.60	H	Own	S 54⅞	——	Al-Z	18x5 50
Dodge Eight	Chain	Del-R	Del-R	*—	O	3	—— F	—	Own ½	4.10	H	Gem	S 55	——	Al-Z	18x6.00
Essex Gr. Su. 6	Morse	Aut-L	*Aut-L-S	Own	O	3	SM-WG-F	S	Own ½	4.63	Bendix	Gem	S 54⅛	Own	Alem	18x5.25
Ford A	Var	Own	*Own	Own	O	3	——	S	Own ¾	3.78	M	Gem	S Tr 39	Own	Al-Z	19x4 75
Franklin Airman	Chain	Del-R	*Del-R-S	—	W	3	SM-BW-F	M	— ½	4.73	H	Gem	El 42	——	Al-Z	19x6.50
Franklin V-12	Chain	Del-R	*Del-R-S	Long	W	—	SM-BW-F	M	Col	4.45	H	Ross	S ——	——	Al-Z	17x7.50
Graham 6	Link	Del-R	Del-R	Long	WG	3	WG-F	U	Sal ½	4.45	H	Ross	S 54	ERS	Al-Z	17x5.50
Graham, Bl.-Str.	Link	Del-R	Del-R	Long	WG	3	SM-WG-F	S	Sal ½	4.30	H	Ross	S 54	ERS	Al-Z	17x6 00
Hudson Greater 8	Morse	Aut-L	*Aut-L-S	Own	O	3	SM-WG-F	S	Own ½	†4.63	Bendix	Gem	S 54⅛	Own	Alem	*17x6.00
Hupmobile 216	Chain	Aut-L	*Aut-L-S	Borg	WG	3	SM-WG-F	M	Spic ½	4.54	M	Ross	S 53	Tryon	Al-Z	18x5.50
Hupmobile 222	Morse	Aut-L	*Aut-L-S	Borg	WG	3	SM-WG-F	U	Own ½	4.36	M	Gem	S 57½	——	Al-Z	17x6.00
Hupmobile 226	More	Aut-L	*Aut-L-S	Long	D	3	SM-DG-F	U	Own ½	4.36	M	Gem	S 57½	——	Al-Z	17x6.50
La Salle 345 B	Morse	Del-R	Del-R	Own	O	3	SM-F	S	Own ¾	4.60	Own M	Sag	S 58	Own	Alem	17x7.00
Lincoln V-8	Chain	Aut-L	Aut-L	Long	O	3	SM-F	S	Own F	4.58	*Bendix	Own	S 62	Own	Alem	18x7.00
Lincoln V-12	Chain	Aut-L	Aut-L	Long	O	3	SM-F	S	Own F	4.58	*Bendix	Own	S 62	Own	Alem	18x7.50
Marmon 8	Diam	Del-R	Del-R	*—	—	3	SM	S	Spic ½	4.08	Bendix	Ross	S 57	——	Alem	18x6.00
Marmon 16	Diam	Del-R	Del-R	*Rus	M	3	SM	S	Spic ½	3.78	Bendix	Ross	S 59½	——	Alem	18x7 00
Nash Big Six	——	——	——S	—	—	-	S-M-F	—	Tim	4.70	M	Ross	——	——	Alem	18x5.25
Nash Stand. Eight	——	——	——S	—	—	-	S-M-F	—	Tim	4.45	M	Ross	——	——	Alem	18x5.50
Nash Spec. Eight	——	*——	——S	—	—	-	S-M-F	—	Tim	4.43	Bendix	Gem	——	——	Bijur	17x6.50
Nash Adv. Eight	——	*——	——S	—	—	-	S-M-F	—	Tim	4.50	Bendix	Gem	——	——	Bijur	18x7.00
Nash Ambas. Eight	——	*——	——S	—	—	-	S-M-F	—	Tim	4.50	Bendix	Gem	——	——	Bijur	18x7.00
Oldsmobile F-32	Chain	Del-R	Del-R	Borg	M	3	SM-BW-F	S	Own ½	4.56	Bendix	Sag	S 54½	Tryon	Al-Z	17x6.00
Oldsmobile L-32	Chain	Del-R	Del-R	Borg	M	3	SM-BW-F	S	Own ½	4.77	Bendix	Sag	S 54½	Tryon	Al-Z	17x6.00
Packard Twin Six	Morse	—	—	*Long	O	3	SM	—	Own ½	——	M	Own	S 60½	Own	——	19x7.00
Packard Stan. 8	Morse	N E	Dyn	Long	O	4	SM	M	Own ½	4.66	M	Own	S 60½	Own	Bijur	6.50x19
Packard De L. 8	Morse	N E	Dyn	Long	O	4	SM	M	Own ½	4.66	M	Own	S 60½	Owr	Bijur	7.00x19
Packard Light 8	Morse	N E	*Dyn	*Long	O	3	SM	M	Own ½	4.66	M	Own	S 56	Own	Alem	17x6.50
Peerless De L. Mas.	Morse	Aut-L	*Aut-L	Rock	WG	3	WG-F	S	Sal ½	4.45	Bendix	Ross	S 60	Rub B	Alem	31x6.00
Peerless Custom 8	Morse	Aut-L	*Aut-L	Rock	WG	3	WG-F	S	Sal ½	4.80	Bendix	Ross	S 60	Rub B	Alem	31x6.50
Pierce-Arrow 54	Chain	Del-R	*Del-R-S	Long	O	3	SM-F	S	Own ½	4.42	Bendix	Ross	S 61	Faf	Myers	18x6.50
Pierce-Arrow 52	Chain	Del-R	*Del-R-S	Long	O	3	SM-F	S	Own ½	4.42	Bendix	Ross	S 61	Faf	Myers	18x7.00
Pierce-Arrow 53	Chain	Del-R	*Del-R-S	Long	O	3	SM-F	S	Own ½	4.58	Bendix	Ross	S 61	Faf	Myers	18x7.00
Plymouth	Var	Del-R	Del-R	Own	O	3	BW-F	O	Own ½	4.33	H	War	S 53⅜	Tryon	Al-Z	19x4.75
Pontiac 6	Chain	Del-R	Del-R	—	—	—	SM-BW-F	—	Own ½	4.55	Bendix	Sag	S 54	Inlox	—	18x5.25
Pontiac V-8	Link	Del-R	Del-R	—	—	—	SM-BW-F	—	Own ½	4.22	Bendix	Sag	S 54½	—	—	17x6.00
Reo Royale 8-35	Morse	Del-R	Del-R	Long	O	3	SM	U	Own ½	4.07	H	Ross	S 57½	Own	Far	6.50x18
Reo Royale 8-31	Morse	Del-R	Del-R	Long	O	3	SM	U	Own ½	4.07	H	Ross	S 57½	Own	Al-Z	6.50x18
Reo 8-21	Link	Del-R	Del-R	Long	O	3	SM	U	Own ½	4.42	H	Ross	S 55¾	Tryon	Al-Z	17x6.00
Reo 6-21	Morse	Del-R	Del-R	Long	O	3	SM	U	Own ½	4.07	H	Ross	S 55¾	Tryon	Al-Z	17x6.00
Reo Fly. Cloud 6-25	Morse	Del-R	*Del-R	Long	O	3	SM	U	Own ½	4.42	H	Ross	S 553/4	Own	Al-Z	17x6.50
Reo 8-25	Link	Del-R	*Del-R	Long	O	3	SM	U	Own ½	4.42	H	Ross	S 553/4	Own	Al-Z	17x6.50
Rockne 6-65	Morse	Aut-L	*Aut-L-S	Borg	O	3	SM-BW-F	M	Spic ½	4.27	Bendix	Ross	S 54	Tryon	Al-Z	18x5.25
Rockne 6-75	Chain	Aut-L	*Aut-L-S	Borg	O	3	SM-BW-F	M	Own ½	4.73	Bendix	Ross	S 54	Tryon	Al-Z	18x5.50
Studebaker 6-55	Chain	Del-R	*Del-R-S	Long	O	3	SM-BW-F	S	Own ½	4.27	Bendix	Ross	S 54	Tryon	Alem	18x5.50
Studebaker Dict. 62	Cel	Del-R	*Del-R-S	Long	O	3	SM-BW-F	S	Own ½	4.73	Bendix	Ross	S 54	Tryon	Alem	18x5.50
Studebaker Com. 71	Cel	Del-R	*Del-R-S	Long	O	3	SM-BW-F	S	Own ½	4.73	Bendix	Ross	S 56	Faf	Alem	18x6 00
Studebaker Pres. 91	Var-G	Del-R	*Del-R-S	Borg	O	3	SM-BW-F	S	Own ½	4.31	Bendix	Ross	S 60	Faf	Alem	18x6.50
Stutz LAA	Link	Del-R	Del-R	Borg	D	4	——	U	Sal ½	4.75	H	Gem	S 60	Own	Bijur	19x6.00
Stutz SV-16	Link	Del-R	Del-R	Long	M	3	SM	M	Tim ½	4.75	H	Gem	S 62¾	Own	Bijur	20x6.50
Stutz DV-32	Link	Del-R	Del-R	Long	M	3	SM	M	Tim ½	4.50	H	Gem	S 62¼	Own	Bijur	20x7.00
Willys-Ov'land 6-90	Link	Aut-L	*Aut-L	—	O	3	SM-BW-F	S	Own ½	4.60	Bendix	Own	S 51	Tryon	Alem	18x5.25
Willys-Ov'land 8-88	Link	Aut-L	*Aut-L	*Borg	O	3	SM-BW-F	S	Own ½	4.40	Bendix	Ross	S 56	Tryon	Alem	18x5.50
Willys-Kni. 66-D	Link	Aut-L	*Aut-L	—	O	3	SM-BW-F	S	Own ½	4.18	Bendix	Gem	S 56	Tryon	Alem	17x6.00
Willys-Knight 95	Link	Aut-L	*Aut-L	—	O	3	SM-BW-F	S	Own ½	4.89	Bendix	Gem	S 51	Tryon	Alem	18x5.50

KEY TO ABBREVATIONS

Weight — ‡Austin standard 2 passenger coupe. Stutz DV 145-inch wheel base weighs 5,352.

Wheel Base—*Over all length of chassis instead of wheel base, which manufacturers refuse to give.

Engine Make—Con Continental; Lyc, Lycoming, Hall, De Vaux-Hall Motors Corp *Air-cooled with spot temperature control. †Thermo syphon water circulation.

Thermostat—Bish-Bab, Bishop & Babcock, Dole, Dole Valve Co., Chicago, Ill.; Ful, Fulton Co.; Har, Harrison; Pines, Pines Winterfront Var, various makes.

Valve Arrangement—L, L head; H, horizontal O, overhead; K, sleeve valve; LV, V-type L head.

Piston Material—*Alum, aluminum with invar struts. Alum, aluminum alloy; CI cast iron; S, St semi-steel.

Oil Purifier—Wal, Wall; Han, Handy; AC, AC Spark Plug Company; Ste, Stewart-Warner; Ski, Skinner; Flo, Floato; Cuno, Cuno Engineering Corp; Pur, Purolator. *Using both Floato and Skinner. †Using AC with Floato attachment. **Using both AC and Purolator.

Fuel Cleaner—AC, AC Spark Plug Co.; Gas, Gascolator; Ste, Stewart-Warner; Til, Tillotson; V-S, Van Sicklen.

Carburetor—Sch, Wheeler Schebler; Zen, Zenith; Mar, Marvel; Car, Carter; Str, Stromberg; DL, Detroit Lubricator; Til, Tillotson; B&B, Borg & Beck.

Air Cleaner—AC, AC Spark Plug Company; AM, Air Maze; Un, United; Til, Tillotson

Front End Drive—Link, Link Belt; Tex, Texolite; Cel, Celeron; Diam, Diamond Chain; Morse, Morse Chain Company; Var, various makes of chains; Var-G various makes of gears.

Ignition, Generator and Starter—Aut-L, Auto-Lite; Del-R, Delco-Remy; Dyn, Owen-Dyneto Corp.; N E, North East. *Nash.—Indicates twin ignition. *Bendic starter used. S—Startix equipped.

Clutch—Borg, Borg & Beck; Br-L, Brown-Lipe; Rock, Rockford Machine; Long, Long Clutch Company; Rus, Russell Mfg. Co. *Bendix Clutch Control.

Transmission Make—D, Detroit Gear; WG Warner Gear Company; M, Muncie Gear Company; O, Own; N, New Process Gear Corp.; W, Warner Corp. *Franklin Transcontinent models are equipped with both Warner and Detroit 3 or 4 speed gear sets, according to body type.

Transmission Type—DG, Detroit Gear & Machine Co.; LGS, The LGS Corp.; F, Free Wheeling; SM, Synchro Mesh; BW Borg-Warner; NP—New Process Gear Corp.; WG, Warner Gear Co.

Universals—U, Detroit Universal Products; S, Spicer Mfg. Corp.; O, Own, M, Mechanics Universal Joint Company. *Cord using Detroit Universal Products and Mechanical Universal Joint Co.

Rear Axle—Col Columbia; Sal, Salisbury, Spic, Spicer Mfg. Corp.; Tim, Timken; N.P., New Process Gear Corp.; ½, Semi-floating; &, & floating; F, Full floating; ‡Adams used on custom models.

Ratio—*Dual ratio optional; Hudson 132-in. wheel base models have rear axle ratio of 5.10.

Brakes—H, hydraulic; M, mechanical; Bendix, Bendix Brake Corp. *Equipped with Vacuum Booster.

Steering Gear—Gem, Gemmer; Ross, Ross Gear and Tool Company; Sag, Saginaw. Say-B Saylor-Beall Manufacturing Company; War, Warner; N.P., New Process Gear Corp. †Ross used on custom models.

Rear Springs — S, semi-elliptic; El, full elliptic; Cant, semi-cantilever; S-Tr semi-transverse.

Spring Shackles—Tryon, Willys-Morrow Company; Rub B, Rubber Shock Insulator Company; Faf, Fafnir Bearing Company; ERS, Eaton Products, Inc.; Inlox—Inland Mfg. Co.; *Tryon, front, ERS, rear. †Own, front, ERS, rear.

Chassis Lubricator—Alem, Alemite; Al-Z, Alemite Zerk; Bijur, Bijur Lubricating Corp.; Far, Farval. Myers—Chassis Lubricating Co.

Tires—Auburn 12, custom models equipped with 17x6.50. *Hudson 132-in. wheel base models equipped with tires 17x6.50. Stutz 145-inch wheelbase models have 20x7.00 tires

CHICAGO HOLDS TWO APPRAISAL SESSIONS

(Continued from Page 1)

more in helping to buy and sell used automobiles, for it must be remembered that they have to sell two and one-half as many used cars as new ones in the course of a year. Factories fix the prices on the 2,000,000 or more new automobiles which it is estimated will be built and sold in 1932. Who are to fix the prices on the 25,000,000 or so used cars on the highways? It is up to the dealers individually and through trade association co-operation, who in turn must have some yardstick by which to be guided."

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

SEE GOOD FUTURE FOR METALLIC MAGNESIUM

New York, March 4.—Metallic magnesium, the lightest known metal, which can be made from magnesium hydroxide, promises to revolutionize such industries as the automobile and airplane trades, according to H. A. Severinghaus, who is in the city on an extended business trip. He is the vice-president and general manager for the United States Brucite Corporation, sole owner of the only magnesium hydroxide mines in the world. He resides in Phoenix, Ariz.

Mrs. Severinghaus explained that this metal is 40 per cent. lighter than aluminum and trice as strong. The magnesium mine is located in Nevada some 150 miles to the southeast from Reno, near the small City of Hawthorne. Although magnesium in itself is found in small quantities in various parts of the globe the Nevada mine is the only one that has proven commercially profitable. Rapid developments have been made recently, and it is expected that the products of the United States Brucite Corporation will shortly dominate the automotive trades.

LEATHER BELTING SOLD BY THICKNESS INSTEAD OF WEIGHT

New York, March 4.—The American Leather Belting Association has decided that for the greater protection of the consumers of leather belting it should establish and sell this commodity by specifications of thickness instead of weight, thereby discarding the old weight terminology of "ounces per square foot" which may be varied by the mere addition of weighting materials to the leather, and does not necessarily always represent a differential in transmission values.

This decision was reached after the association had canvassed all manufacturers of belting throughout the country, with the result that eighty-one replies were received, all voting for the change. Therefore, the movement can be considered as having the indorsement of the entire industry.

This is an interesting and progressive move for the purpose of establishing higher standards for a product that has been sold by weight for many years. Inasmuch as leather belting prices are based on thickness, the simplicity and common sense of this change has met with the instant approval of both manufacturers and users of leather belting. It simplifies and makes comparatively easy the checking of each piece of belting to see if the average thickness is as ordered.

The thickness specifications now in effect for first quality leather belting are as follows:

Medium Single 10-64 inch to 12-64 inch.

Heavy Single 12-64 inch to 14-64 inch.

Light Double 15-64 inch to 17-64 inch.

Medium Double 18-64 inch to 20-64 inch.

Heavy Double 21-64 inch to 23-64 inch.

1. All thicknesses in this table are average thicknesses in inches, and should be determined by measuring twenty coils and dividing this value by the number of coils measured. In rolls of belting containing less than twenty coils the average thickness should be determined by measuring one-half of the total number of coils and dividing this value by the number of coils measured.

2. The classification of "Light Single" has been eliminated entirely.

3. Uniformity: No point in either single or double belting shall be more than 2-64 inch thicker or more than 2-64 inch thinner than the average thickness.

4. The second and third quality brands of each manufacturer bear the same relative thickness to the manufacturer's first quality grades as they did in the past under the old ounces per square foot specification.

These thicknesses are now in effect and should be used by all buyers of belting in wording their orders. Every order for single or double should specify the thickness on the order. If just the words "light," "medium," or "heavy" appear on the order these words now mean the thickness as per the above specifications and not the weight as formerly.

CHRYSLER WAYNE COUNTY SALES FOURTH FROM TOP

Detroit, March 4.—Registrations of Chrysler sixes, eights and Imperial eights in Wayne county have jumped from tenth place in February, 1931, to fourth place during February this year, according to S. D. Briggs, president of the Chrysler-Detroit Company.

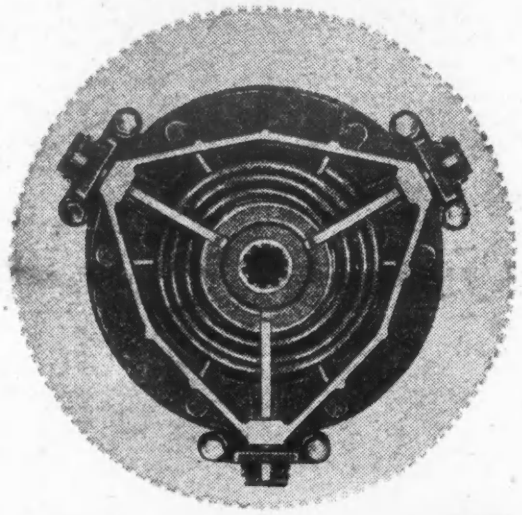
Sales of Chrysler cars in February to dealers in the Detroit area covered by the Chrysler-Detroit area covered by the Chrysler-Detroit Company were just slightly more than double those of the same month a year ago, Mr. Briggs said.

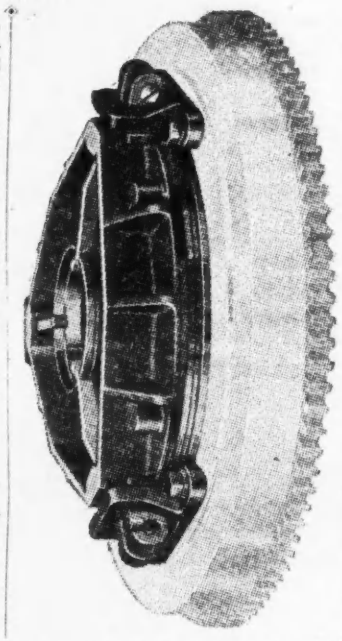
STANDARD CUTS PRICE OF GASOLINE IN OHIO

Cleveland, March 4.—Standard Oil Company of Ohio has reduced the price on all grades of gasoline 2 cents a gallon in Spring Creek and Washington townships and Belmont, Butler and Scioto counties. This brings the price down 2 cents below state-wide level.

Production - - Engineering - - Factory

Chanson Cushioned Clutch Presented by Illinois Iron





The Illinois Iron and Bolt Company, Carpenterville, Ill., is announcing a new Chanson cushioned clutch for which a number of advantages are claimed.

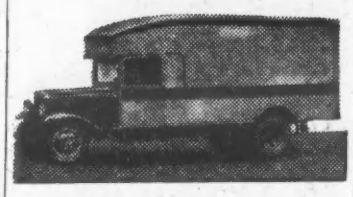
The unit has only twelve parts. It is stated that maximum rigidity is had because of levers supported directly against the flywheel in forged brackets, plus a pressure plate of ribbed construction with a deep beam section. This is designed to give low pedal pressure, quick release and parallel action.

Quick dissipation of heat is claimed because there is no cover to house in heat. Furthermore, the pressure plate is covered with radiation fins. It is claimed that the facing enjoys long life and that there is no loss of spring weight nor of torque capacity.

CURTIS OF UNITED BOSCH TALKS ON RADIO DESIGN

Springfield, Mass., March 4.—M. F. Curtis, mechanical engineer United American Bosch Corporation, spoke on "Design and Manufacture of Radios" at a recent meeting of the American Electroplaters' Society here.

U. S. BODY AND FORGING PUTS OUT VAN BODY



The United States Body and Forging Company, Inc., Buffalo, N. Y., announces a new van body for use on truck chassis. These bodies are delivered knocked down and are assembled directly on the truck chassis. Distributors are located at various points to assemble the bodies for buyers.

Polyphase Electric Motor Put Out by Ideal Electric

The Ideal Electric Company, Mansfield, O., is bringing out a polyphase induction motor with a condenser so designed that reactive current flows through the windings of the motor, producing a high power factor in the motor. The advantages claimed for this design are improved starting and operating characteristics. It is claimed that the motor operates at all loads with a 100 per cent. power factor.

The condenser is of the oil-filled, oil impregnated, hermetically sealed variety. The unit has individually fused sections, assembled in a steel case to be mounted on the wall or in any other convenient location.

CUTLER-HAMMER TIMER FOR USE WITH WELDERS

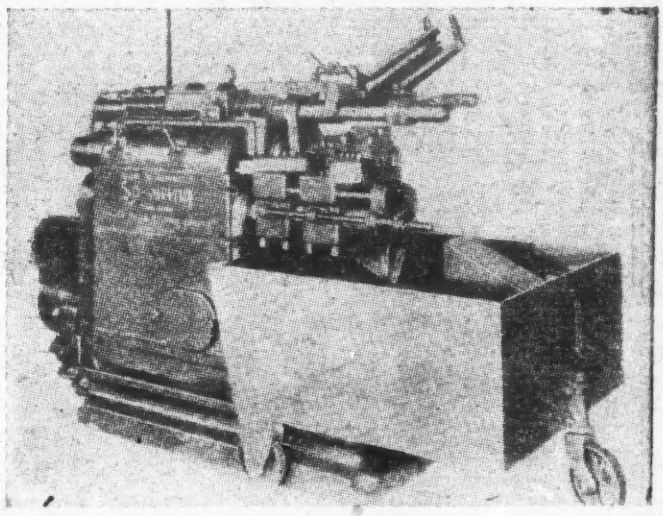
The Cutler-Hammer Company of Milwaukee, Wis., has placed on the market a new timing unit for use with spot, projection and other types of resistance welders. An electronic tube is the means used of giving accurate timing on the welding job. An adjustment range from a small fraction to sixteen seconds is possible.

It is stated that with this device even unskilled operators can make excellent welds. The timing is controlled by a knob inside the case that houses the unit. The mounting space required for the unit is small. The unit operates on 110 to 150 volts AC.

GLEASON WORKS BOOKLET ON SPIRAL BEVEL GEARS

The Gleason Works, Rochester, N. Y., is publishing a booklet on spiral bevel gears. This little brochure is profusely illustrated. It takes up the method of cutting, the application of this type of gear, the mounting, spiral angle, hand of spiral, axial thrust loads. Practical points in design are taken up, and costs receive due attention.

Seneca Falls Machine Has Lo-Swing Automatic Lathe



The Seneca Falls Machine Co., Seneca Falls, N. Y., is placing on the market a new Lo-Swing automatic lathe, designed for maching such parts as bearing races and gear blanks which can be held on an arbor or in a chuck.

The tool mechanism feed is through cams, acting through arms to impart a rocking motion to 6½ inch tool bars. The tool bars are brought through the machine to hold the tool supports on the outer end. Shafts provide additional tool driving means. These shafts extend through the tool bars and operate toolslides when needed. When an angular cut is demanded, the tool bar can be rocked into the proper position and held firmly. The toolslide is then advanced into any desired position and any rate of feed be set by means of the additional feeding mechanism. This design facilitates machining bevel gears.

All feeding movements are controlled through cams. On the other hand the mechanism for throwing the machine into and out of rapid traverse, opening and closing the chuck, returning the toolslides, etc., are hydraulically actuated.

The feed is provided by pick-off gears, as well as the rapid traverse and spindle speeds.

Roller bearing races may be loaded onto a stub arbor to be held while being machined, an automatic device being provided for this purpose. After the races are finished they are ejected from the arbor hydraulically and are also separated from the chips. The chips fall into a truck and the races pass through a chute into a box placed to receive them. The loader is operated hydraulically and has all necessary safety features to protect the machine in case of trouble.

The machine may be bought without the loader, being operated by hand. The company also has other automatic loading devices which can be substituted for the one described. As a hand-operated machine the lathe is started by pressing a lever. It then goes through a cycle and stops. With automatic loading the operation is continuous. The time required to change over has been reduced to a minimum. The motor is mounted at the back of the machine and a coolant pump is provided.

This lathe weighs about 8,700 pounds and is designed for high speed operations. The spindle can be operated at as high as 2,000 r. p. m. Anti-friction bearings are fitted throughout.

Peerless Machine Has High Speed Metal Sawing Unit

The Peerless Machine Company, Racine, Wis., is announcing a metal sawing machine with a capacity of 10x10 inches. Two operating speeds are provided, one of ninety strokes a minute for tool steels, the other 140 strokes for machine steel.

Standard equipment includes a motor stand which is built integral with the machine. The arrangement is such that the machine can be driven either from a lineshaft through a belt or by a motor. V-belts are used with a motor drive. Either a full-swivel vise or a plain straight cut-off fixture is provided.

Changes in the feeding pressure are made through a graduated scale and a dial which indicates the amount of pressure, in pounds, applied to the saw blade. A clutch is installed within the drive pulley. When the cutting operation is concluded, the clutch is automatically released and the saw frame then is raised from the work and stops. The saw blade is lifted automatically and positively on the non-cutting stroke, so as to guard against any drag of the blade on the work.

Cutting compound is delivered to the saw blade by a pump located on the outside of the machine at the rear, where it is easily accessible and is protected from chips.

Ransom Offers Tungsten Carbide Tool Grinder

The Ransom Grinding Machine Company, Oshkosh, Wis., is introducing a grinding machine for use with lathe and planer tools tipped with tungsten carbide. The grinding is performed by means of cup wheels, large tables being provided to give support for the tool shank in any desired position.

These tables may be tilted through 20 degrees of angle and are graduated to give accurate settings. The tilting is carried out by means of a gear and pinion, the center of rotation being the edge of the table next to the wheel. With this design the distance between the table and the wheel is not altered by the tilting, obviating danger of grinding the table edge.

The sliding parts under the table have been made dustproof, and are thus protected from emery and tungsten carbide. Both tables, with their guards, are adjustable to compensate for wear.

The motor is reversible by means of a push-button control. This feature, together with the fact that the tables extend past the wheels on both sides, enables the operator to grind clearance on tools in any direction. Also, right and left hand tools can be ground equally well. The time required to reverse the arbor from full speed in one direction to full speed in the opposite direction is about four seconds. A roughing wheel is provided on one end of the arbor and a finishing wheel on the other end.

Destructive Purchasing An Evil to Be Watched

(Continued from Page 5)

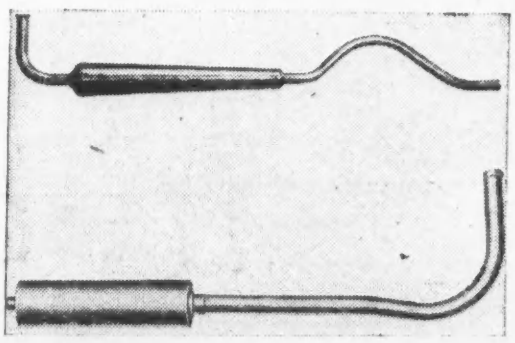
be more than offset by lower prices demanded by the buyers of their products.

It is, therefore, worth while for the buyers of steel castings to point out these facts to the sales departments of their respective companies so that their salesmen may lay them before the purchasing agents on whom they call.

A strengthening of prices all along the line will do more for business right now than almost any other thing. It will enable the manufacturer to pay living wages, thus maintaining purchasing power. Stabilized purchasing power will be reflected in normal sales volumes of all commodities which, in turn, will enable other manufacturers to keep their men at work. Regularizing employment will stabilize purchasing power and sales volume throughout all industry.

If purchasing agents will relax pressure for unwarranted price reductions, the first big step toward upbuilding will have been taken. When the buyer understands that requests for excessively low prices are actually destructive to his own interests and those of his company, the practice will quickly be abandoned.

Associated Parts Announces Ford, Chevrolet Mufflers



Two new duplicate Ford and Chevrolet mufflers have been announced by Associated Parts, Inc., Toledo, O.

In appearance, they are identical with the factory equipment. These models, it is claimed, develop very little back pressure and are built of heavy material with patented interior construction.

CORRECTION

The turret head metal cutter described in a recent issue of Automotive Daily News and ascribed to the W. J. Savage Company, Knoxville, Tenn., is actually built by the Gray Machine Company, Philadelphia, Pa.